

JANUARY 30, 1954

# LEATHER AND SHOES

*The Magazine for Executives*

Kirstein Switches  
From Volume to  
Quality Leathers

Fall Target:  
Trimmed Pumps  
(Stylescope)

Tannery Strike Averted

New Worker Training  
Plan

A FRESH SELLING THEME  
*For*  
*Infants' and Babies' Shoes*



**FUNCTION**



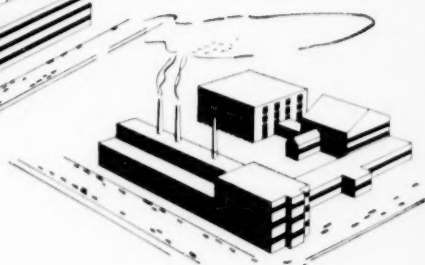
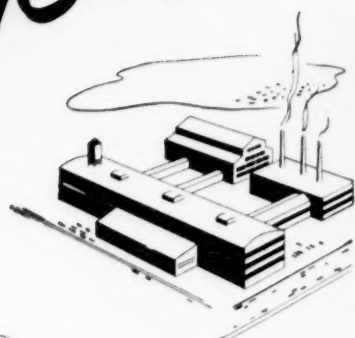
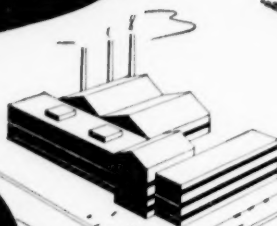
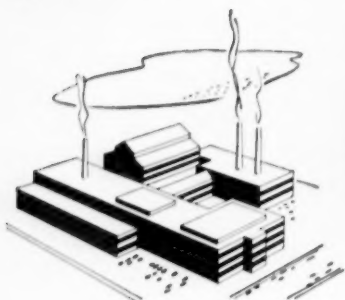
**FASHION**



*and*

**FUN**

# Box Toe Problem



For nearly half a century now, shoe manufacturers everywhere have come to Beckwith with their hard-to-solve box toe problems and Beckwith has engineered the correct answers. Beckwith has over 70 types and weights of conformable soft, flexible and rigid box toe materials in thermoplastics, pyroxy-lins, and rubber-filled felts and flannels. "Beckwith" means moulded steel safety box toes; industrial felt making, plastics fabrication, box toe heating equipment, and products for the ethical medical profession.

## OUR NEWEST LINE

#2 WHITE	3DNC	DCL-50	NC	2GF	4GF
WHITE FELT BASE Women's & Juveniles	WHITE FLANNEL BASE Women's & Juveniles	WHITE LAMINATE Juveniles	GREY FLANNEL BASE Women's & Juveniles	GREY FELT BASE Women's & Juveniles	GREY FELT BASE Men's

# Beckwith

## BOX TOES

Beckwith Manufacturing Company, Dover, N. H., its subsidiaries and agents: Arden-Rayshine Co. & Castex Laboratories, Inc., Watertown, Mass., Beckwith Mfg. Co. of Wisconsin, (Milwaukee); Beckwith Box Toe, Ltd., Sherbrooke P. Q., Canada, Victory Plastics Co., Hudson, Mass., Felt Process Company, Boston, Mass., Safety Box Toe Company, Boston, Mass. Agents: Wright-Guhman Company, St. Louis, Missouri, The Geo. A. Springmeier Co., Cincinnati, Ohio, Factory Supplies, Inc., Milwaukee, Wisconsin.

RESEARCH KEEPS

**B.F. Goodrich**

FIRST IN RUBBER



## **NEW—sandal soles cut your costs molded, complete, ready to attach**

SHOWN above is the new B. F. Goodrich molded sandal sole. It's completely finished and ready for attachment without extra work—to help you cut your costs. It even costs you less to start with because the sole is designed to do a perfect job with a minimum amount of rubber.

And the rubber itself is specially made to help you sell sandals. The compound is light, flexible but very long wearing. Customers notice right away there's no "flat foot feel" because of the built-in arch feature. The new sole comes in colors that are top sellers for men—*ivory, brown, chrome and natural*. Another strong sales point is the brand—B. F. Goodrich, name known and accepted by millions!

New molded Sandal Soles are another example of the many quality products made by B. F. Goodrich for the manufacture and repair of shoes. For complete information, send the coupon at right for our new catalog—*just off the press*.

The B. F. Goodrich Company, Dept. SP-85, Akron, Ohio

☐ Please send me more information on new molded Sandal Sole

☐ Send me your new catalog

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_

**NATIONALLY ADVERTISED SHOE PRODUCTS**

**B. F. Goodrich**  
**INDUSTRIAL PRODUCTS DIVISION**

# LISTEN TO THIS!

**Sock hops:** A fad sweeping the country's high schoolers; school dances called "sock hops" wherein the dancing is done all evening without shoes.

**No burn.** Allen E. Murray of Greenwich Village, New York, doing quite a business making custom shoes quite ugly to look at but claimed to be the acme of comfort. An added feature is a built-in metal conductor which grounds static electricity that sometimes causes burning of the soles of the feet.

**Irish brogues.** Ireland is making progress in its shoe industry, which now employs more than 6,000 workers, has an annual output of \$15,500,000, and is exporting \$1,500,000 worth of shoes in a year.

**Feet of the future.** Five million years from now human beings will have flat, circular feet, Prof. Willard M. Krogman, U. of Penn. anthropologist, told a meeting of New York dentists. Besides, stomachs will be shrunken and mouths mere tiny holes because food will consist of little chemical pellets. Shoes to fit the flat circular feet? Probably pancakes with a thong.

**Times don't change.** We came across this item, written some time ago, but with perfect application today: "When I was a boy, wealth was regarded as a thing so secure and admirable that almost everyone desired to own more property than he possessed, because he wanted to enjoy the standing it gave. Now, however, a man has to be ready to defend himself against being rich as if it were the worst of crimes, and to keep on the alert if he is to avoid disaster. For it has become far more dangerous to be suspected of being well off than to be detected in crime." That was written exactly 2,200 years ago—in 354 B. C., by Socrates.

**Versatility.** Leather, like Duz, evidently does everything. From Paris comes a report of a complete couture collection of leather apparel—leather swimsuits, evening gowns, slacks, shirtwaists, skirts, etc. Made in a new buckskin called Royal Hide. (P. S. There's an unconfirmed rumor that one designer has a leather girdle on his drawing board.)

**The show must go on.** In Peoria, Ill., the police arrested Warren and Velma King on child neglect charges.

The Kings had recently purchased a \$500 TV set—but the kids were found playing in the snow outside the King's shack without shoes or stockings. They didn't own any.

**Dressed for the kill.** In Guatemala the pigs are driven to market wearing leather shoes to protect their feet against the rough roads which may cause them to lose weight on the journey. The same, incidentally, is done with the cattle in some South American countries.

**Growing cowboys.** Cowboys' feet are getting bigger, says Theron Brooks, sales manager of H. J. Justin & Son, Inc., Texas makers of cowboy boots. In the old days, he says, the cowboys rode their horses everywhere they went. So their feet were small—average size 5½. Today the cowpokes do a lot more walking. Result: average size 9½.

**Big business?** The U. S. is known as a "big business" country. It isn't. There are only 3,300 corporations employing 1,000 or more persons each. But there are 3,000,000 enterprises employing fewer than 10 persons each.

## LEATHER AND SHOES

Vol. 127

January 30, 1954

No. 5

**Elmer J. Rumpf**  
PUBLISHER

**William A. Rossi**  
EDITOR AND ASST PUBLISHER

**Irving B. Roberts**  
NEWS AND MARKET EDITOR

**James Malone**  
EDITORIAL RESEARCH DIRECTOR

**Joan McManus**  
FASHION EDITOR

**Joseph B. Huttlinger**  
WASHINGTON EDITOR

**Rosalie Marzbanian**  
PRODUCTION MANAGER

### OFFICERS

Elmer J. Rumpf, *President*; C. E. Belding, F. G. Moynahan, W. A. Rossi, *Vice-Presidents*; L. C. Bedford, *Secretary*.

### HEADQUARTERS

THE RUMPF PUBLISHING CO.  
300 W. ADAMS ST., CHICAGO 6, ILL.  
PHONE—CENTRAL 6-9353

### EDITORIAL OFFICE

10 HIGH ST., BOSTON 10, MASS.  
PHONE—LIBERTY 2-4652

### Departments

Editorial .....	5
News X-Ray .....	8
Stylescope .....	9
News .....	11
Military Buying .....	20
Leather Markets .....	21
Tanning Materials .....	23
Hides and Skins .....	24
People .....	27
News Quicks .....	28
Canadian Notes .....	29
Want Ads .....	33
Coming Events .....	34
Deaths .....	34
Index to Ads .....	34



### REPRESENTATIVES

BOSTON 10, MASS.—Frederick G. Moynahan, George G. Dunning, 10 High St., Liberty 2-4652 • NEW YORK 7, N. Y.—Cardwell E. Belding, 20 Vesey St., Barclay 7-8783 • WASHINGTON 4, D. C.—Joseph B. Huttlinger, 894 National Press Bldg., Executive 3-3733 • PHILADELPHIA 31, PA.—Cardwell E. Belding, 5201 Berks St., Greenwood 7-6785 • CINCINNATI 2, OHIO—Robert O. Bardon, 229 East Sixth St., Main 6662 • ST. LOUIS 16, MO.—Joa. Schulte, Jr., 3618 Bowen St., SWestbriar 3275 or Central 6913 • GREAT BRITAIN, AND EUROPE—J. B. Tratsart Ltd., 799 Harrow Road, Sudbury, Middlesex, England, ARnold 7587 • SWEDEN & NORWAY—Nils Haralhsen, Drottninggaten, 2, Orebro, Sweden. Orebro 13027.

LEATHER and SHOES, The Magazine for Executives, published weekly by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill.

Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$4.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Boston.



# The Shoe Industry Can Render A Major Public Service: Rehabilitate 17,000 Prison Shoe Workers

Train These Men In Skills, Open Jobs For Them,  
And Win Their Gratitude And That Of The Nation

**T**he shoe industry has before it a chance to render a social, humanitarian and industrial service that could well capture the heart of America in terms of dramatic public service. And here it is.

Some 25 Federal penitentiaries throughout the country are producing a total of about 4,000,000 pairs of shoes a year. These shoes are not sold on the open market but are used in federal or state institutions.

There are some 17,000 "trained" operators—prison inmates—who produce these shoes at a "wage" of approximately 25 cents a day.

Now, these 17,000 prison inmates represent the core of what we believe can be converted into a fine humanitarian and public service. The shoe industry can help develop these men into skilled shoe workers who will be able, when released from prison, to work in shoe factories as useful, self-respecting citizens.

**Here is how such a plan might work.** Many if not most of these prison inmates are simply hiding time while serving their terms. Many have little inspiration, either from within or without the prison, to learn a new trade. Many are oppressed by the stigma of "ex-convict" and its obstacle in finding and keeping a job when they are released.

Many are without real hope or sense of direction or ambition, feeling that to some degree they are "out-cast" whether in or out of prison.

And here is the shoe industry's opportunity to step forward and present a program of sincere and concrete help, a program of rehabilitation.

Such a program would begin right inside the prisons, in the shoemaking shops of the 25 Federal penitentiaries making shoes. First, the industry could contribute old yet unsalable ma-

chinery, equipment, tools, materials, etc. But far more importantly, it would set up what might be broadly called "training schools" in the prisons.

**Technicians and other shoe factory men** could serve in their local territories to instruct in shoemaking skills, to lecture on industry matters. And above all, to *inspire* these men with the feeling that there is a place to go when they are released—a new life to live, with a new job and a self-respecting place in the community. To inspire them with that profound human need that belongs to all men—the feeling of being *wanted*.

Such a program need not involve imposing cost or time on any individual or firm. For example, a shoe manufacturing firm might contribute one of its factory executives to the prison for one morning a week. Other factories in that territory serving a particular prison would make a like contribution so that over the course of a week there would be ample instruction from a combination of sources.

Individuals from allied industries or branches might likewise contribute to this instruction and rehabilitation program by lending personnel: tanners, machinery makers, retailers, last makers, etc.

**Now, vital to this whole plan** would be the setting up of a special placement bureau operated by the industry to place these men in plants where openings are available. Thus a man in prison would know that a job awaits him outside—a job where he can serve and earn with his learned skill, where he knows he's welcome and wanted.

Such a program should be a cooperative one involving representa-

tion by the National Shoe Manufacturers Association, Tanners' Council, the shoe unions (AFL, CIO and BSAC). A joint committee would be composed of members of these groups.

Would placement of the ex-convicts force regular shoe workers out of jobs? No. At best, perhaps only several thousand might come into the industry, a small fraction of the regular 250,000 shoe labor force. Moreover, it might help in small part to answer the industry's plea for more trained shoe workers as a result of fewer young people coming into the field through regular channels.

**Some manufacturers might feel squeamish** about knowingly employing former criminals. But they might be amazed to find these workers highly conscientious and reliable—because someone expressed human trust and confidence. Moreover, no man can profess to be humanitarian unless he exhibits trust in human beings.

Such a plan would likely receive the full cooperation, even enthusiasm, of the Federal and state prison authorities. But more, such a plan could well spread itself to other industries—the metal, printing, textile and other trades whose skills are learned or practiced in Federal prisons. It could capture the imagination of all industry, of the entire American public.

We read everywhere of the rising rate of juvenile delinquency, of the increase in the crime rate among adults, or our crowded prisons. The state takes a *legal* approach to combating this with a program of *punishment*.

**But what is needed is a human approach** with a program of practical *rehabilitation*.

Prison authorities and social agencies render some service in this respect, trying to help these men find a new path in life. But the record proves that such efforts have not been an eminent success. Perhaps inmates have a natural resistance or resentment to any "reform" program instituted by prison authorities or social agencies.

But with an industry sponsoring such a program the response and cooperation—plus the actual results—might prove entirely different.

Here, in this specific plan, we can bring to reality an eternal human ideal: the helping hand of one man toward another.

**Reprints at nominal costs:** Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.

# 8 MAJOR ADVANTAGES

are Yours when you use  
the **USMC WOOD HEEL**  
**NAILING MACHINE - MODEL C**

Already proved outstanding in more than 200 factories, this most recent United Wood Heel Nailing Machine contains the latest in design and engineering advances. It brings to permanent wood heeling these eight major improvements over previous models:

1

#### **Increased Production**

Gains have been made from 10 to 25%.

2

#### **Greater Maintenance Economies**

13% fewer parts - improved design protects parts - means less upkeep.

3

#### **Benefits Operators**

Improved safety features. Greater ease of operation. Reduces fatigue.

**UNITED SHOE MACHINERY CORPORATION**

4

### Improved Nail Handling Mechanisms

Helps prevent nail wastage — drives  $\frac{3}{8}$ " to  $\frac{9}{8}$ " nails in either five or six nail patterns.

5

### Improved Nailing Mechanisms

Better nail positioning — improved holding of shoe — less parts breakage — easier operator maintenance and adjustment. Accommodates a wide range of wood heels, from the smallest to the largest sizes.

6

### Improved Flexibility

Can handle two lengths or types of nails at once — any number up to eight raceways available by simple hand adjustment — increased nail pot capacity.

7

### Improved Heel Clamping

Minimizes heel breakage — positive, automatic, hydraulic locking — clamping pressure remains constant as nails are driven through various kinds of materials.

8

### Numerous Mechanical Improvements

Improved power transmission for quiet, vibration-free operation and longer clutch life... plus many other improvements.



BOSTON, MASSACHUSETTS

January 30, 1954

LEATHER and SHOES

7



# news X-Ray

Rumors of quebracho price cuts far from facts . . . Nipponese steer clear of sterling purchases . . . Rubber footwear producers may change outlook . . . General Shoe paid at least \$7 million for purchase of I. Miller network.



**Tanners due for disappointment on quebracho extract prices.** Most have been expecting Argentina would shave prices in coming weeks. Instead IAPI, the Government's trade control agency, reported recently in special release to Buenos Aires newspapers that quebracho prices will be firmer in future.

IAPI stated that rumors of prospective lower prices now making the rounds are false and unfounded. Instead, IAPI said it definitely will maintain quebracho prices at current levels.



**More on Japan's economic crisis now coming to the surface.** Nipponese have just admitted that their sterling reserve is at low ebb. Japanese Hides and Skins Industry Association reports its imports of hides and skins from sterling areas during 1954 will be cut to bone.

At best, Japanese will import only \$1,100,000 worth of hides and skins from sterling countries. This breaks down to \$560,000 by free pounds and an additional \$550,000 by special import entitlements. The rest will be bought with free dollars.

**Japanese will continue as heavy buyers of U. S. rawstock.** Nippon's industry experts estimate the country will need at least 47,000 tons of hides and skins in 1954 as against a total of 58,000 tons imported in 1953. Total domestic demand will require 60,000 tons of which 13,000 tons will be raised in Japan. Greater part of tonnage will be cattlehides.



**Lack of snow before Christmas,** now becoming a common situation in the East particularly, is finally forcing leading producers of waterproof footwear to revise plans. First to announce changeover is Hood Rubber Co., Watertown, Mass., division of B. F. Goodrich Co.

**In report last week,** Raymond H. Blanchard, president of Hood, said company has given up depending upon snow. Instead it has designed and is promoting new line of rainy day footwear called "Rainsteps" for women. Light and flexible, these can be worn throughout the year, regardless of weather conditions.

**Next step** is for rubber footwear manufacturers to develop year-round protective shoe coverings for both men and women. Rather than depending upon pre-Christmas snows for bulk of business, producers will be able to promote new type throughout the year.



**Of interest to Canadian shoe and leather trade** is recent request of Retail Merchants Association of Canada, asking that Canadian Government set up revolving fund to provide independent merchants with capital for expansion and improvements. Purpose is to enable medium and smaller independents to dress up and modernize, compete with large independents and chains.

**Similar revolving funds now in operation for farmers and several large industries.** Notable are Farm Improvements Loan Act, National Housing Act and Industrial Development Bank of Canada. If Prime Minister St. Laurent approves plan, it would increase competition between smaller independent footwear retailers and larger chains.



**Purchase of I. Miller costing General Shoe at least \$7 million.** This is disclosed in General's most recent registration statement filed with Securities and Exchange Commission. In statement, General said it will issue  $1\frac{1}{2}$  shares of its common stock and 0.2244 shares of preferred stock for each share of I. Miller stock.

**Overall, General Shoe will exchange 121,383 common shares and 18,159 preferred shares for 80,922 shares of I. Miller common.** This amounts, in effect, to 95% of outstanding Miller shares held by 28 stockholders. With General Shoe's common stock now listed around \$41.25 per share and preferred at \$100 par value, this means the Nashville firm is paying at least \$6.8 million for control of Miller. And General has also announced borrowing \$3 from banks at 3½% interest to pay off Miller debts.

**No plans for change in Miller operations.** As General announced back on Dec. 15 when deal was first announced, Miller will remain as separate firm under direction of Michael, Maurice and Irving Miller. M. M. Stollmac continues as executive vice president in charge of all operations.



# Stylescope

## TRIMMED SHOE MARKS ADVENT OF FALL

1) Side cutouts leading into cutout decor of vamp dress up tailored pattern of this dainty pump.

2) Three teardrop overlays on outside of envelope vamp point up femininity and graceful lines of pump. Inside of vamp to match overlays in color or material giving smart two-toned or two-textured effect.

3) Pert pump featuring cutouts and lacing. Front interest accented by delicate center bow.

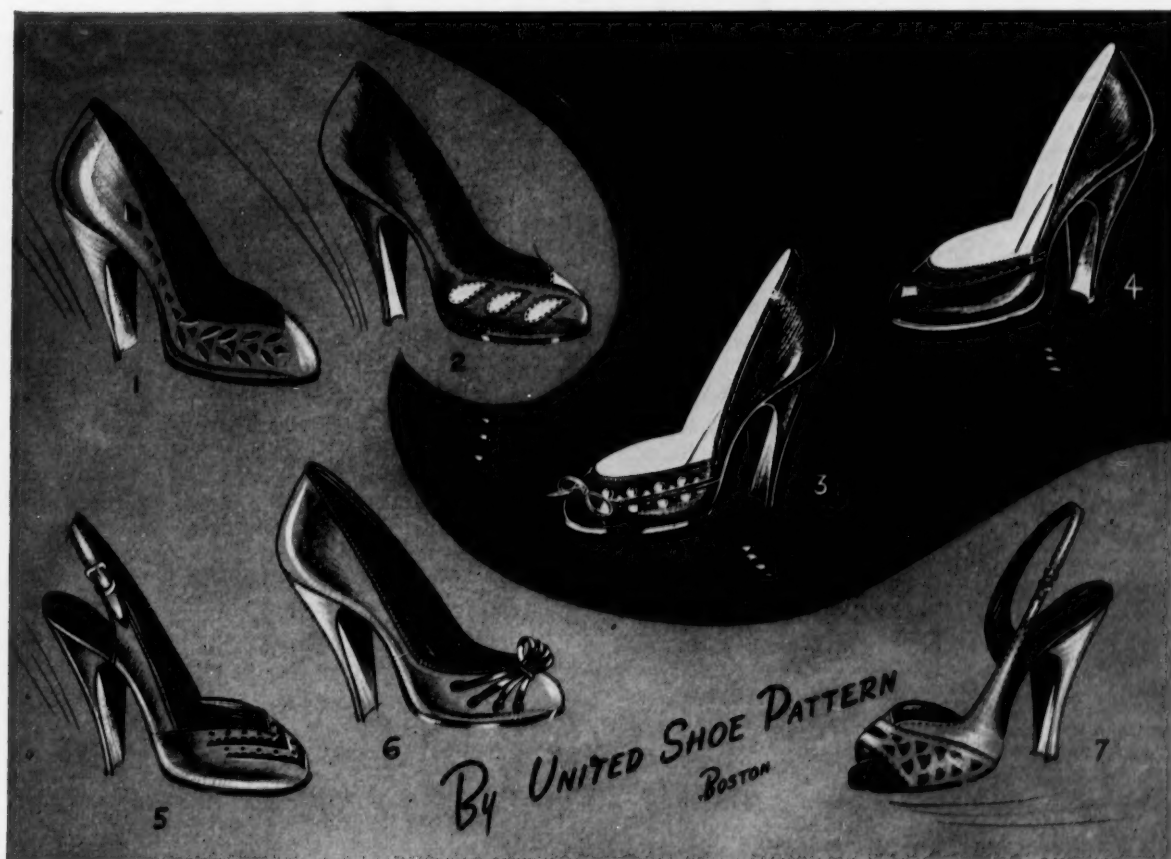
4) Double collar effect leads into center diamond cutout over toe in this attractive pump. Pretty in two- or three-color treatments.

5) Smart sling pump. Sharp V of throatline accented by two V overlays outlined by perfs.

6) Fresh approach to dressmaker pump. Jaunty bow swirls to side, its four ends caught inside tiny perfs at side.

7) Pretty, halter sling—opened up inside shank and wide open toe. Lines of shoe outlined by delicate piping. Patterned cutouts create lacy effects on vamp piece.

**T**he sleek, plain shoe is losing ground for Fall wear. Women's Fall shoes will be on more graceful lines set off by refined, decorative touches. This trend toward dressmaker detailing gives a lady-like air to the shoe. Smart stitching effects, contrasting overlays and underlays, patterned cutouts, dainty lacings will all be featured—These are tuned to catch the customer's imagination and complement her leg beneath the new, shorter skirts.



# Let's face it!

## HAVE YOU A DISASTER PLAN FOR YOUR PLANT?

**BOMBS...OR FIRE...OR FLOOD...OR TORNADO  
... you can handle them if you act now.**

Let's face it... the threat of war and the atomic bomb has become a real part of our life—and will be with us for years. Fires, tornadoes and other disasters, too, can strike without warning.

Whatever the emergency is, everybody's going to want help at the same time. It may be hours before outside help reaches you. The best chance of survival for you and your workers—and the fastest way to get back into production—is to know what to do and be ready to do it. Disaster may happen TOMORROW. Take these simple precautions TODAY:

☐ **Call your local** Civil Defense Director. He'll help you set up a plan for your offices and plant—a plan that's safer, because it's integrated with community Civil Defense action.

☐ **Check contents** and locations of first-aid kits. Be sure they're adequate and up to date. Here, again, your

CD Director can help. He'll advise you on supplies needed for injuries due to blast, radiation, etc.

☐ **Encourage personnel** to attend Red Cross First-Aid Training Courses. They may save your life.

☐ **Encourage your staff** and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads and official CD films or literature that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good community relations—and no greater way of helping America.

*Act now . . . check off these four simple points . . . before it's too late.*



# LEATHER AND SHOES



*The Magazine for Executives*

## **OPPORTUNITIES IN INFANTS' SHOES**

### **"Fun, Fashion and Function" New Sales Theme For Infants' Shoes**

Per Capita Production At 2.3 Pairs For 30 Years;  
New Merchandising Ideas Needed To Spur Buying

Studies of per capita consumption of infants' and babies' shoes over the past 30 years show that the figure is practically at a standstill of slightly over two pairs a year. With all the improvements in construction, material, design and selling of infants' footwear, parents are still buying no more pairs than they did 30 years ago.

If such has been the case for the past 30 years, then in all likelihood it will continue for the next 30 years—unless the makers of infants' footwear inject some fresh themes and appeals into the design and merchandising of such footwear.

An extensive investigation among infants' shoe manufacturers by LEATHER AND SHOES has brought to light some interesting facts and possibilities. Perhaps the most significant fact revealed—actually a consensus among these producers—was this: Infants' shoes are bought almost wholly as a utility item, for functional purposes. They are purchased simply to clothe the foot. When the shoe is outgrown or lost, it's only then that the parents come to market again.

Practically the entire infants' branch of the industry operates around that core. There are three selling points: (1) price and/or quality; (2) fit; (3) utility appeal. Any selling or merchandising points beyond those have remained fractional or non-existent.

And therein may lie the significant reason for per capita consumption of infants' shoes remaining virtually stationary over the past 30 years. Few if any fresh buying incentives have been created to inspire purchase of more pairs. If parents have been "trained" to buy infants' shoes on the basis of need alone—for strictly utility or functional values—then they will continue to buy the annual average of about 2.3 pairs a year.

Now, of the 35-40 million pairs of infants' shoes (sizes 0 to 8) sold annually, a good share of these are worn by infants in the pre-walking stage. Therefore, complying with the makers' theme that infants' shoes are purchased chiefly as a utility item, LEATHER AND SHOES posed a challenging question to a number of infants' shoe manufacturers:

Up until the child starts to walk, what utility or functional purpose does a shoe serve?

**Practically all the answers** were basically the same: to keep the foot "clothed" . . . to keep the foot protected from cold or dampness or bumping against objects when the child kicks as when in a crib.

Well, the makers of these shoes may be justifiably disturbed by the fact that an increasing number of doctors—and a stir among mothers—is challenging the value of any shoe whatever on a child in the pre-walking stage. The argument is that these tiny feet have no need of being

"clothed," no need for protection against cold or dampness, etc. A simple cotton sock can serve as well.

Moreover, they say, just when the foot needs most freedom to wiggle and exercise, it's encased in a shoe. Also, they point to infants in numerous other countries, where shoes aren't worn until much later age—and the feet develop strong and healthy. In short, shoes for pre-walking infants are not only unnecessary but may even be detrimental to foot health.

**We emphasize this point** to illustrate what we believe to be a significant fact. There may be a trend in the making away from shoe wearing among pre-walking infants—unless the makers of these shoes devise fresh incentives for buying.

And that brings us to the core of this subject based upon our findings: there is apparently a lack of incentives to buy in the infants' footwear field—that is, to buy beyond those basic 2.3 pairs per capita annually. Thus, by creating a new package of buying incentives the makers of infants' shoes hold a fine opportunity to increase per capita consumption and build sales.

We have devised just such a package which we believe holds merit. We've called it "Function, Fashion and Fun."

We believe that each of these can be made to hold fresh buying attractions in themselves, and that together they can provide a package of real buying incentives.

**First, function (or utility).** This, as we pointed out before, is the one large reason for purchase of infants' shoes. Baby needs a new pair of shoes because the others are outgrown, outworn or lost. And the shoe must fit well—another utility factor.

But even if utility remained the only reason for buying new shoes—are parents buying enough pairs over the course of a year to keep pace with

foot growth and hence insure strong, healthy feet? Surely the feet of infants grow faster than can be served by a mere 2.3 pairs a year.

Yet, that's what is happening. It's obvious by the figures that the feet of many infants are being cramped by outgrown shoes. Here lies the opportunity for a real promotional job—and one that could lift sales.

Just to illustrate how muddled this "foot growth" situation is in the infants' field, here's a concrete example. There is a table of foot growth that has become an accepted standard among many shoe men. They use it for sales or educational or promotional purposes.

It says that from birth to five or six years the foot increases in size from one to three sizes per year. And hence there should be a size or shoe change from every four to eight weeks. If, therefore we take the middle figure of six weeks, it would mean that the average child in this age group would need  $8\frac{1}{2}$  pairs of shoes every year to keep pace with foot growth.

**This is obviously ridiculous.** So are the foot growth "statistics." In so far as we know, there have never been any reliable data accumulated and made public on the matter

of rate of infant foot growth. If the makers of infants' shoes were to accumulate such data (it could be done through a very simple study or survey), it would not only be a boon to the public, but would be a powerful sales and promotional weapon used to encourage more frequent change and purchase of infants' shoes. Moreover, it would receive the backing of the medical profession.

Thus we have the two extremes: (1) the 30-year per capita consumption rate of only 2.3 pairs, and (2) the  $8\frac{1}{2}$  pairs required by the present table of foot growth. Somewhere between the two lies the realistic potential of the number of pairs that can and should be sold.

Though functional or utility values are a basic bread-and-butter factor in infants' shoes, they aren't enough. Another powerful point of appeal, of buying incentive, must be created.

**Fashion is it.** While many producers of infants' shoes claim to employ "fashion" touches in their shoes, it is meant only in a very limited sense. The shoe may be touched up in spots to "indicate" a note of fashion, yet there is little *deliberate creative styling* in such footwear.

There's an important point of sales

psychology that enters here. Infants' shoes are worn by infants but must have "mother" appeal. Thus in dealing with an adult the appeal of the product has the opportunity of appeal on something more than functional values alone. In short, fashion appeal because fashion has a natural affinity for women, or vice versa.

Look at the major advances made in infants' apparel, resulting in upped consumption, higher sales. Though a little dress or suit is primarily functional, it's given deliberate touches of glamour, the "cute" appeal. A \$5 suit or dress for an infant may be worn just a few times, then will be outgrown and discarded, and mama is back in the market for a new one. So long as the kids are made "cute," mama is in the market for apparel.

The infants' apparel producers have played up this factor. They *style* their lines. Fashion is carefully incorporated with utility. Design in such apparel has shown a steady evolution, *both* in utility and fashion. How much evolution in these respects has there been in infants' footwear? Very little. Are shoes any more basic than play or dress apparel for infants? Yet one undergoes evolution *with public acceptance*, while the other does not.

Fashion need not and cannot lean to extreme in infants' shoes. But there can be new versions of the basic oxford, hightop, and strap shoes—just as the basic items in apparel have been given fresh versions.

**The use of color** has moved up slowly in infants' footwear. But still basic and encompassing the majority of such shoes are the whites and the browns. Yet in recent years the introduction of colors particularly reds and blues (or in combinations with white), has shown remarkable public response. One maker last year had a 26 percent increase in over-all sales—with *all* of this increase in "colored" shoes, and virtually none of it in the basic whites or browns.

Why have infants' shoe producers been so reluctant to make the color changes—especially when outstanding success was demonstrated in apparel, toys, tot furniture, etc.?

Why has there been reluctance to apply creative styling to infants' lines? There has been much decorative "touching up," but little specific creative styling as is done in the other footwear branches. One manufacturer perhaps hit the target with his comment, "In other branches creative styling is accepted as basic to sell shoes. In our infants' field we've never been instilled with the idea



**FIRST PRIZE** for versatility in design and use of shoes in annual Hess Brothers Award contest is presented Mark B. Deitsch (center), president of Prima Footwear, Inc., Columbus manufacturer of women's and children's footwear. Award was for Prima's convertible pattern, a Cover Girl dress flat which can be worn as a pump, a matching strap or contrasting strap. Left is Michael Kauffman, general merchandise manager of Hess Brothers while at right is Ed Carroll, advertising and sales promotion director of the firm.



that creative styling can or should become a basic part of our business. So most of us have continued to do it as has been done before, with slight changes or 'improvements' along the line."

It is rare that a mother will buy two pairs of shoes for the same infant at the same time. But she might—if one were sold as a utility shoe and the other as a cute "dressup" shoe. One retailer remarked, "Yes, it probably could be done—if we had enough contrast, fashion and utility, to create two separate appeals and two sales."

**And now to fun,** the third factor. One graphic example: toys. For centuries toys were sold as strictly an amusement item. How are they sold today? For amusement and educational values. Yes, even the psychologists have gotten into the act. Toys, they've decided, are important to child education, starting with infancy. So today many toys have a built-in gimmick: educational or "training" value. Toy business today has become a fabulously profitable operation.

Why not the "fun" factor incorporated in shoes—just as education was incorporated into toys, formerly

merely an amusement item? There have been some good gestures in this direction—primarily the Walt Disney line by Trimfoot. Its great success should be a significant indicator of the public acceptance awaiting further ideas of this sort.

"Fun" in terms of decals, trinkets, novelties—recognizable items of fable and fairyland and nursery rhyme. The fun factor is merely one of creative ingenuity, of novel ideas, incorporated into the shoe—items that are practical in that they aren't an encumbrance, and so that they serve an amusement value while at the same time registering the "cute" appeal.

Well, put the formula together—function, fashion and fun—and it might have a surprising impact toward lifting infants' shoe sales. It is a relatively virgin field—perhaps the most virgin in all shoe business—simply because it has moved in the same channels with so little deviation over the many years. It's a new batch of young mothers today, with new tastes, broader ideas, more receptive to the imaginative in all products for infants. It's a market with many unrealized potentials for function-fashion-and-fun products.

heels, seldom change their styles until a definite demand makes changes necessary.

"One stylist in a small shoe factory was responsible for keeping a wood heel model maker busy every day for six months making various changes in heel styles and when all these changes were accomplished, the stylist was instructed by the higher executives to revert to the original styles.

"Where the heel manufacturer covers heels for the shoe manufacturer and has to carry the stock of heels, these constant minor changes mean a tremendous loss in inventory by reason of obsolescence. Then, too, the heel manufacturer has to minimize the quantity of heels carried in stock for fear of further alterations. One heel manufacturer, at this writing, has 75,000 pairs of heels which became obsolete in just one season because of some one person's decision that changes were compulsory—and the difference between the old and the new heels was very slight.

**"Who takes this loss?** If the heel manufacturer must absorb it, the chances are that the cost of such obsolescence and continuous model making is reflected in the price of the heels, if the condition is chronic.

"Some shoe manufacturers also carry an excessive number of heel styles for the total pairage of shoes produced. It follows, naturally, that the individual orders per style to the heel manufacturer must be smaller. The time consumed in the heel factory to set up complicated machinery for continuous small orders is not only very costly, but means loss of service to the shoe manufacturer because of inability to use the full productive work.

"The shoe manufacturer, in turn, has bottlenecks in his production and bottlenecks in his production and frequently pays a premium for small orders. One shoe manufacturer, who covers his own heels, pays a small quantity premium for 95% of his heel blocks—and his inability to get heels on time increases the penalty still more. This is all the result of an excessive number of styles of heels or of an accounting procedure which prohibits any reasonable anticipation of requirements.

"One shoe manufacturer, over a period of time, had acquired 22 different styles of heels on one last and shoes have been sold, from time to time, specifying each of these styles. All of them were absolutely essential according to certain individuals in

## **HIDDEN HEEL COSTS**

# **Wood Heel Manufacturers Blame Constant Minor Style Changes**

Association Cites Excessive Losses Due to Practice of Annual Alterations

Hidden costs in the wood heel industry—costs which indirectly affect shoe manufacturers and consumers—can largely be blamed on excessive requests for new styles and small orders.

This is the gist of a report by the Publicity Committee of the Western Wood Heel Manufacturers' Association. The committee is headed by Victor B. Crandall of United Wood Heel Co., St. Louis.

"It is recognized that definite noticeable changes, such as the present trend toward ultra slim heels—or the change from spike to French

Louis heels—or from heavy to light looking heels—are sometimes necessary in order to promote the sale of shoes," the report goes on to say.

"However, in many instances, it seems that some shoe manufacturers—or certain individuals within their organizations—feel that it is compulsory to make comparatively minor changes practically every season—or even within the season. These changes, in most part, can hardly be noticed—and certainly not by the woman who buys the shoes. On the other hand, there are many highly successful shoe manufacturers who, after they have adopted well styled

the plant. When the condition was called to the attention of higher executives, at least two-thirds of these heels were eliminated and the desperate need for so many styles suddenly disappeared. The heel manufacturer was warmly thanked by the shoe executives for calling this condition to their attention.

"The heel industry certainly does not object to doing anything within reason to create and stock styles which will promote the sale of shoes. Neither does it object to a reasonable number of small orders. It is felt, however, that many costly practices can be eliminated—to the advantage of both the shoe and heel manufacturer—if conditions such as these are made known and publicized."

## WHOLE MAN AT WORK

### Henry Nunn's Book Tells Industry Saga

Henry L. Nunn's autobiography, written after his first 75 years and published by Harper & Bros. under the title, "The Whole Man Goes To Work" will undoubtedly be read and reread in years to come as the story of a man who contributed much to an expanding U. S. industry.

Written in a highly readable, conversational style, Nunn's story describes his early life as a boy in the small town atmosphere of Bonham, Texas, his early experiences in the business world, and how he helped found the now-famed Nunn-Bush Shoe Co. in Milwaukee.

Yet, even more than his life, Henry Nunn's book tells of his relationships with people, his unflinching interest in them as human beings, and his introduction of a labor relations policy, commonplace today, but revolutionary in the early 1900's.

Out of his liking for people—"I realize now . . . that I inherently liked people"—and his ability to make friends with them, Nunn evolved his philosophy of management-labor relations which led to Nunn-Bush Shoe Co. installing its "Fifty-Two Paychecks a Year" system. How he arrived at this philosophy and steadfastly put it into effect when labor was generally regarded as an expendable commodity takes up the better half of his book.

His achievement was even more



USEFULNESS OF FINE LEATHER PRODUCTS is demonstrated in this booth sponsored by Blackhawk Tanners of Milwaukee at recent Products of Industry Exhibit held by Milwaukee Association of Purchasing Agents. Exhibit proved largest of its kind ever held with over 200 varied industrial organizations participating, drew some 25,000 visitors.

significant when viewed against his beginnings in the Deep South where slavery was still favored a short 20 years after the Civil War. Even when Nunn first entered industry, he found an unbending, strict code of labor-management relations that paid small attention to worker welfare.

Nunn spares no details in describing how his plan came into being, how it was worked out, set in motion, and how it became an example for all industry. Curiously enough, the plan was first announced in 1915 after a strike had closed practically every shoe factory in Milwaukee except Nunn-Bush. At a time when American industry was bitterly fighting unionism, he actually encouraged workers in his plant to form their own union. Profit sharing and worker representation in management soon followed.

Nunn was too intellectually restless, too talented to be confined to a single occupation. When he wasn't making Nunn-Bush a "friendly democratic community," his mind was searching out new concepts in travel, reading and religion. His experiences in these and his conversion to Bernard Shaw's vegetarianism make up a fascinating story in themselves. Whatever Henry Nunn did, he did well and wholeheartedly.

### Vulcan Adds Equipment

Vulcan Corp. in Johnson City, will add about 25 employees as soon as newly purchased equipment is installed in its wood heel factory on Grand Avenue.

Eric V. Nelson, vice president of the firm, said that Vulcan recently purchased most of the woodworking machinery of the Genesee Heel Co. in Auburn, N. Y.

The new machinery in the next few weeks will be put in 2,500 square feet of factory space that has been added to the Johnson City plant, he said. When installation is complete, the plant will add about 25 workers to its current roster of 120, Mr. Nelson said.

Vulcan, which supplies shoe manufacturers with wood heels and lasts, also operates a last factory in Johnson City which employs about 50.

### Hide Importers To Meet

The annual meeting of the National Association of Importers and Exporters of Hides and Skins will be held Tuesday evening, Feb. 2, at Miller's Restaurant in New York City.

## Diamond Alkali Annual Meeting Spotlights Chrome Tanning Research

"Leather yesterday, today and tomorrow" provided the theme key-noting the Jan. meeting of the Diamond Alkali Company Technical Society held recently at Painesville, Ohio. The organization is made up of technical personnel at Diamond Alkali Company's Technical Center and Painesville Plant.

Highlight of the evening dinner affair, attended by more than 125 members and guests, was an address by Dr. Robert Stubbings, Director of Leather Research, Lehigh University, Bethlehem, Pa., who reviewed the importance of chrome-tanning in the leather industry.

Calling particular attention to the

unusual features of chrome which contribute significantly to the consistently dependable, uniformly high standards of quality control known to leather manufacture, Dr. Stubbings pointed out that chrome-tanning today accounts for more than 85 percent of all tanning of upper leather for shoes.

The chrome-tanning process and latest research in the field were also reviewed by Dr. Stubbings, who supplemented his discussion by showing samples of the more important types of leather currently produced.

Frank W. Jarvis, general manager of Diamond's Chromium Chemicals Division, also spoke briefly. He traced

the company's growth as a leather industry supplier and elaborated on the continued progress of the organization in this direction since its acquisition of the Martin-Dennis Company in 1948.

Among the specific steps forward cited by Jarvis in Diamond's long-range "program of progress" relating to the leather industry were:

1. Rehabilitation and modernization of Tanolin and Bichromate production facilities at the Martin-Dennis Plant, Kearny, N. J.

2. Consolidation and centralization of Diamond's eastern area chromium chemicals manufacturing operations at Kearny.

3. Modernization of Diamond's Chromium Chemicals Plant at Painesville, where Bichromate of Soda Liquor and Crystals are produced.

4. Transfer of the leather laboratory and equipment to Diamond's new Technical Center at Painesville.

As a result of these and related improvements, Diamond is now realizing increased productivity, Jarvis said. At the same time, he added, the company has been able to provide faster, better service to customers.

Presentation of the Tanners' Council of America technicolor film, "Leather in Your Life," completed the program.

### **STRIKE SETTLED**

## Nettleton Workers Accept Wage Offers

Settlement of a seven-week strike by workers at A. E. Nettleton Shoe Co., Syracuse men's shoe manufacturers, was disclosed this week by company officials.

Some 300 CIO United Shoe Workers of America members, who went on strike Dec. 7, have returned to their jobs along with 160 others idled by the walkout.

Workers agreed to accept a two-year contract calling for an immediate five cents hourly pay increase with additional five-cent boosts to come six months and one year hence. The minimum wage scale of workers also was raised 10 cents to 90 cents per hour.

The settlement announcement made no reference to a \$1,100,000 libel action filed recently by Nettleton president Henry W. Cook against United Shoe Workers on charges that he and the company was "defamed" in a union strike pamphlet.



**CHROME LEATHER CLOSE-UP.** Dr. Robert Stubbings, newly-appointed Director of Leather Research at Lehigh University, examines a typical sample of chrome-tanned leather and B. L. Knapp, secretary of the Diamond Alkali Technical Society, looks on.





THE BEAUTY OF PIGSKIN WALL AND FLOOR TILING is shown in this dramatically decorated room. This genuine leather tiling is trade-marked "Pigs-Kin" and is made by Kiefer Tanneries of Grand Rapids, Michigan.

## THE BIG SWITCH

# Obstacles Overcome In Shift From Volume To Quality Leathers

Irving Tanning Makes Significant Transition In Type Of Production And Shows Real Gains

What happens when a tanner switches his production from volume leathers to quality leathers? What are the reasons for making such a change that actually involves a drastic turnover of a business? What are some of the challenging problems that have to be coped with when such a change is made?

The Irving Tanning Co., Boston, has recently undergone such a change. The experiences of this transition from volume to quality leathers are significant and informative. In any major re-shuffling of a large business (Irving operates three tanneries) every decision involved in a change-over must be precise and right—or stand chance of suffering serious con-

sequences. Yet, despite the high risks, Irving moved ahead confidently with the plan. "It has paid off handsomely," says Myer Kirstein, president of Irving.

For several years following the end of World War II, Irving was producing leathers for volume shoes. The hides bought for this leather were also, obviously, of volume grade. The emphasis on this type leather was, according to Kirstein, "to meet a need." Hide prices in those years were consistently high. Irving was concentrating on the volume shoe market, hence was a buyer of corresponding quality hides. Though Irving was producing a good quality

leather for the type of hide used, the company was inevitably known as a supplier of volume leather primarily.

About in 1949, however, Kirstein sensed that an important change was due in the leather and shoe market—that the heyday of high hide prices, except for emergency fluctuations, was over. It was about this time that he began thinking of making the big switch to quality leathers. The decision was pretty much settled when, however, the Korean war broke out and the hide market again went berserk.

**Hide markets were dropping** to a point where the volume shoe manufacturer could again use more leather. Irving's plans were delayed because Kirstein believed it was wise to continue making leather "at a price" as it filled a real need at the time.

But by 1951 the Korean war was moving into a stalemate status, and Kirstein again put wheels under his plans to make the big switch. Up to this time the company was not carrying solidly established lines of leather in the genuine sense but was simply supplying a volume shoe market with leather requirements. Kirstein now believed it was imperative that Irving build up a distinctive quality line so that a larger percentage of its production could be sold to makers of higher priced shoes.

Ironically, it was just about this time—toward the end of 1951—that an upheaval took place in the company. Several of the firm's executives left, each for reasons of his own. It looked as though again there would be a lengthy delay in the plans. But despite the disruption resulting from the resignations, Kirstein was more determined than ever. The move was to be made now or never. And perhaps now, with a management re-organization made necessary, was the best time to do it.

First, Kirstein established three new executive posts: Saul Stockman as vice president in charge of sales; Emery Huvos, vice president in charge of hide buying; and John C. Alexander, vice president in charge of finance.

**With his executive ball team** organized, Kirstein next turned his attention to the tannery personnel. He knew that the shift to better quality leathers would involve many more operations, would require much more careful supervision. And gradually a supervision training program was instituted—one which today Kirstein believes to be the best of its kind in the business. Each department has



appreciably more supervisors and supervision than existed before.

This was a very important factor involved in the shift to quality leathers: the necessity of a new technical approach to leather-making; new methods; new equipment and materials; new uses of personnel; a new type of supervision.

By now it was April, 1952, and the real all-out push was on. Came obstacle Number Two: hide buying and the problems involved in buying quality hides as compared with the policy of buying lower quality hides of earlier days. Huvos had come to Irving with an extensive background of hide knowledge, accumulated since 1923 when as a young man he started unloading hide cars in Budapest, Hungary. For nearly 20 years he had been active in the hide business all over Europe, and continued this activity upon his arrival in the U. S. in 1951. He joined Irving in early 1952.

**Now came an important transition:** buying higher quality hides. This wasn't as easy as it might appear. Some of the packers were hesitant about selling a share of their available supplies of good quality hides to a customer who had up to now bought primarily volume grade types, and might now be buying better grades only for a temporary fling. At first they told Irving that they had few of these better hides to spare, that they first had to take care of their regular customers. It took some convincing to make them realize that Irving was going to be a permanent fixture in the better hide market. From here on the sailing was easier.

Then came perhaps the biggest challenge of all: the entry into an entirely new shoe market, the better quality shoes consuming better quality leathers. Irving had previously not been recognized as a quality house. Rather, it was known as a supplier of volume leathers for volume shoes.

**Breaking into the new market** required high persuasion and persistence, both of which Irving used. As another part of the change-over program Irving had added new salesmen. Thus the drive was all-out to implant the fact upon the shoe industry that Irving was now in the quality field with established lines.

It was a slow process, discouraging at times. But it worked. Best proof perhaps is in the figures of growth. In 1949 the company shipped 10,000,000 feet of leather; in 1950 it was 17,000,000; in 1951 it was

20 million; in 1952, 22 million; and in 1953 it reached 23 million feet.

Today Irving is known as a quality house. It is constantly enlarging its quality shoe market. While some of the volume grades are still being produced, this percentage is declining as the quality output steadily rises.

Would the company ever return to lower grade leathers in its bulk output? "Never," says Kirstein. "This is what we've always wanted to do. We intend to stick with it. In fact, our aim is to become known for producing the best leather of its kind in the East — in the entire country, if we can."

**Another illustration of payoff** of this policy of a switch to quality is the company's expansion. It started with its original tannery in Hartland, Maine. In 1952 it purchased the Kay Tanning Co., Peabody, Mass. In 1953 the Universal Tanning Co., also in Peabody, was put into operation, though the plant had been purchased several years earlier. No expense was spared in equipping this tannery, and today it is recognized as one of the finest leather manufacturing plants in the world.

Says Kirstein, "We some time ago saw the handwriting on the wall: the future was in quality leathers. We have followed this through with conviction. We believe the whole trend in American living is toward quality products and services. We are simply keeping pace with the trend. And, if the facts and figures mean anything, we've evidently been right."

## NEW SHOE CEMENTS

### Dewey and Almy Has 3 New Latex Types

Three new latex type cements for use in various kinds of shoe construction were revealed this week by Dewey and Almy Chemical Co. of Cambridge, Mass.

George L. Curran, field sales manager, told a group of salesmen and distributors at the company's annual meeting in Cambridge of the new developments.

On unprimed plastic wetting, Darex 840 gives a bond which, according to tests, is twice as strong as that of ordinary latex sole laying cements. The cement can be used with leather or composition soles and holds its tack so that cemented work can be left overnight before spotting. It can be applied by hand brush or any conventional latex cementing machine.

For California wrapper lasting, the division has developed Darex 860 which is designed for fast infra-red drying as well as open room temperatures and is heat and solvent resistant. Use of 860, it was said, eliminates lifting of wrappers in infra-red drying tunnels prior to attaching outsoles.

The Darex 860 is also used for side lasting on both light-weight and heavy leathers, giving good tack and a strong bond to all types of insole materials.



COMPO SHOE MACHINERY CORP. EXECUTIVES shown at recent conference for improving company's sales and operating procedures. Front row, left to right: William E. McKenna, James J. Long, Charles A. Sullivan, Charles W. O'Connor (president), James F. Long, William Duffy, Ralph G. Dacey. Rear row: Fred B. Melea, James B. O'Brien, Frank M. Sullivan, Frank A. Waterson, Wood Frazier, Henry Williams, Heinz H. Leimroth, Lee L. Blyler, George T. Swing, and Bernard W. Dougherty.

## 210 Ad Campaign Set

This week the 1954 kickoff meeting for the 210 Associates Yearbook advertising campaign was held in Boston, chairmanned by Urban Dacier of the Brown Co. Termed the "most enthusiastic 210 Yearbook campaign meeting ever held," some 35 representative firms were present.

Goal set is \$125,000 which is double the previous high. There will be an active committee of over 150 solicitors for Yearbook ads representing all sections of the country.

At the meeting a new brochure was shown for the first time, describing the purposes of 210 Associates, and giving a complete analysis of its income and relief expenditures since the inception of 210 in 1949. The book will be distributed to the entire industry within the next two weeks.

## Name Tannin Corporation

The Tannin Corporation of Massachusetts, wholly-owned subsidiary of The River Plate Corp., has been appointed sole New England distributor of America Dyewood Co.'s complete

line of products for the leather industry.

The appointment was announced jointly by J. P. Boksenbom, president of American Dyewood of Belleville, N. J., and Frank P. Gage, vice president and general manager of The River Plate Corp.

American Dyewood products will be shipped directly from the new plant and warehouse of The Tanning Corp. in Peabody, Mass., to New England customers.

As in the past, J. W. Breckenridge of American Dyewood will be in charge of technical services throughout the area. Laboratory facilities of American Dyewood will continue to be available through the Tanning Corp. plant and warehouse in Peabody.

## PRODUCTION SLIDE?

## Council Sees 11.6% Decline In January

January 1954 shoe production will show a seasonal increase to about 40

million pairs, a decline of 11.6 percent from Jan. 1953 output of 45,268,000 pairs, the Tanners' Council estimates.

The Council added that the decline is not as sharp as it appears at first glance. Jan. 1953 production was an all-time high. Also, 40 million pair total for Jan. 1954 would compare favorably with Jan. 1952 output of 41,306,000 pairs. This would represent less than a one percent decline.

Dec. 1953 was again estimated at 36,500,000 pairs, a drop of 13.2 percent from Dec. 1952. This would bring total 1953 output to 499,659,000 pairs or 1.7 percent less than the 1952 total of 508 million.

## Deaths

**Jacques P. Wolf . . . 80, chemicals executive,** died Jan. 26 at his home in Montclair, N. J., after a long illness. A veteran in the trade, Wolf was founder and president of Jacques Wolf & Co., a leading producer of chemicals for the leather and other trades. The firm has headquarters in Passaic and plants in Clifton, Carlstadt and Los Angeles. A native of Mulhouse, France, Wolf came to the U. S. in 1901 at the age of 28 and entered the chemicals trade soon after. He never married. Surviving is a cousin, Miss Martha Fischesser.

**Charles Almy . . . 65, chemical executive,** died January 22 at Phillips House, Mass. General Hospital, after an illness of several weeks' duration. In 1919, together with Bradley Dewey, Almy formed Dewey and Almy Chemical Company of which he was Executive Vice President till 1948. For the last five years he has acted in an advisory capacity to the company. Active in many organizations in his home town of Cambridge he was on the Advisory Council of the Cambridge Civic Association, a trustee in the Foundation for Vision, president of the Corporation of the Browne & Nichols School, director of the Executive Committee of the Cambridge Trust Company, vice president and trustee of the Cambridge Savings Bank. He was also a member of the Union Club of Boston, Harvard Faculty Club, Cambridge Club, Army and Navy Club (Washington, D. C.). Surviving is his wife, Mrs. Elizabeth Gardner Almy.

(Other Deaths on Page 34)

### A SPECIAL PROCESS . . .

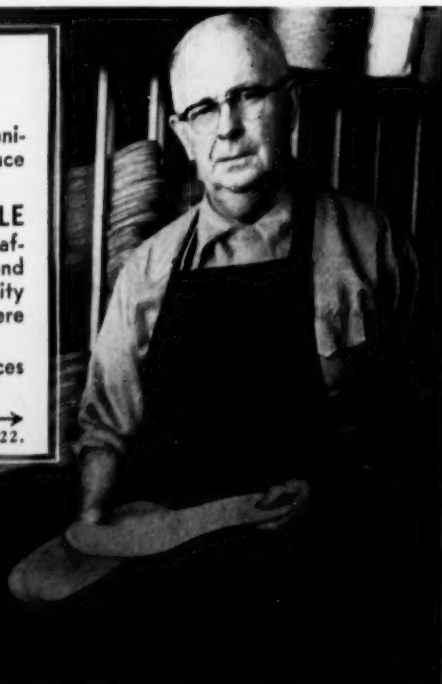
developed by our technicians is used to produce the new

### BROCKTAN INNERSOLE

These innersoles are not affected by perspiration and will retain their flexibility under the most severe wearing conditions.

They have Armed Forces approval.

Mr. Joseph Brady →  
associated with us since 1922.



## Brockton Cut Sole CORP.

53 SPARK ST. BROCKTON, MASS.

MEN'S AND BOYS' LEATHER GRAIN INSOLES  
LEATHER COUNTERS · LIFTS · TAPS · MIDSOLES



ST. LOUIS SHOE MANUFACTURERS AT KICK-OFF MEETING FOR FALL SHOW

STANDING, from left, Thomas R. Collins, Jr., Johnson, Stephens & Shinkle Shoe Co.; Phil Miller, Town & Country Shoes Inc.; Leonard F. Vogt, Vitality Shoe Co.; James S. Legg, Heydays Shoes Inc.; Ross Bachle, Endicott-Johnson Corp.; A. V. Wheeler, Internatoinal Shoe Co.; J. Roger Johansen, Johansen Brothers Shoe Co.; Si Bland, Roberts, Johnson & Rand Shoe Co.; Raymond Kohn, Wolff-Tober Shoe Mfg. Co.; Henry Solar, Brown Shoe Co.; Julian Samuels, Jr., Samuels Shoe Co.; Arthur Clark, Hamilton Shoe Co.; A. J. Brauer, Jr., Brauer Bros. Shoe Co.; Beatrice Beste, Hamilton Shoe Co.; Ernest Cooksey, Brauer Bros.

Shoe Co.; Betty Jones Mason, International Shoe Co.; Gale L. Pate, Juvenile Shoe Corp. of America; Robert A. Black, Queen Quality Shoe Co.; Theodore F. Schroth, Westport Division, Brown Shoe Co.; Don E. Short, International Shoe Co.; Kenneth E. Williams, Paramount Shoe Mfg. Co., and Robert Troeger, Johansen Bros. Shoe Co. SEATED, from left, F. J. Vogt, Peters Shoe Co.; Lester V. Tober, Tober-Saifer Shoe Mfg. Co.; Paul E. Johansen, Valley Shoe Corp.; Fred J. Weber, Weber Shoe Co.; Ruth Klump, Valley Shoe Corp., and Arthur H. Gale, executive secretary of the association.

## STRIKE AVERTED

### Fulton County Workers Accept Tanners' Offer

Worker-members of Local 1712, United Tannery and Leather Workers Union, CIO, have voted to accept terms of a new contract offered by the Fulton County Tanners Association.

Agreement on a new pact averted a possible strike in glove leather tanneries located in Gloversville and Johnstown, N. Y. Workers had voted last week to authorize union officials to call a strike in the event negotiations broke down.

The new contract calls for a wage increase of three cents per hour, a paid holiday on Election Day, and nine other wage and welfare benefits. Contract will run for two years until Dec. 31, 1955 and provides for a wage re-opening after the first year.

Feature of the wage increase was a provision stating that wages will not be subject to any downward trend of the escalator clause, based on the cost-of-living index. Wages

are frozen at current levels for the two-year period although they may be increased after the first year.

The new contract covers workers employed at nine tanner-members of the Tanners' Association. Murray M. Gassman, national CIO, Amalgamated Clothing Workers of America, who represented workers in negotiations, said that non-Association members such as Johnstown Tanning Co. and Hagaman Manufacturing Co., will be asked for similar contracts.

Union members will receive seven paid holidays, one weeks' vacation after one year, two weeks after five years, \$26 weekly accident and sickness benefits and other benefits.

### Curtis Equipment Sold

The real estate and equipment of Curtis Shoe Company, Marlboro, Massachusetts, was sold recently for the sum of \$57,500. Efforts to sell the plant as a going concern was unsuccessful.

Interests controlling Brennan Shoe Company, Inc., Marlboro, purchased the real estate for some \$25,000.

### Court Rules For Weil

Suit against Edmond Weil, Inc., New York hide and skin broker, by Verza Tanning Co., of Peabody, Mass., charging misrepresentation in the sale of quantities of hides contracted for in April 1951 has been dismissed by Judge Hecht of the New York Supreme Court. The court ruled that there was no evidence of mistake or fraud.

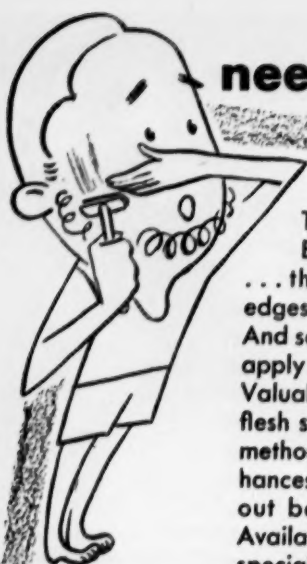
### Law Asks Election

Law Tanning Co. of Milwaukee has petitioned the National Labor Relations Board for a new bargaining agent election.

In its petition, the company told the NLRB that there is a doubt whether its workers favor Local 47 of the International Fur and Leather Workers Union. The IFLWU local was certified as bargaining agent for Law's 60 workers after winning an NLRB-sponsored election in Dec. 1952.

Company and union do not have a working contract.





## need an edge finish?

Then turn to Dyo-Flex Neutral Edge and Casing Compound ... the perfect way to make the edges of belts and straps smooth. And so easy to use. Mix with water, apply to edges, and buff smooth. Valuable also in slicking down the flesh side of leathers, the Dyo-Flex method of smoothing out edges enhances your reputation for turning out beautiful, finished leathers. Available also in brown, tan, or special colors.

**DYO CHEMICAL COMPANY**  
2200 Central Expressway, South  
Box 9007  
DALLAS, TEXAS

**DYOflex**

## LA-MATIC

- ★ SOLE LAYING PRESSES
- ★ SOLE ATTACHING PRESSES
- ★ SOLE ROUGHERS
- ★ SHOCK FREE CLICKERS
- ★ SOLING and SPECIAL PURPOSE CEMENTS

*Lamatic* equipment is soundly designed and thoroughly performance tested. It is dependable in production and profitable in operation ... backed by 25 years of progress in cements and cementing equipment.

SOLD OUTRIGHT BY

**LAMAC PROCESS CO.**  
ERIE, PENNSYLVANIA

## MILITARY BUYING

### Invitations

**Leather Straps.** The General Services Adm., Business Service Center, Region 9, 49 Fourth St., San Francisco 3, Cal., has issued Inv. No. SF-872 calling for 250 Straps, Safety, leather, to Fed. Specs. KK-B-151. Opening Jan. 26.

**Leather Shoes.** The Aviation Supply Office, 700 Robbins Ave., Phila., Pa., has issued Inv. No. 383/2555/53/54Q, calling for 38,500 prs. Shoes, Leather, Flight Deck, non-slip soles, Specs. MIL-S-6040A and 6041A. Opening Jan. 29.

**Rigging Leather.** The New York Bureau of Naval Supplies has issued Inv. No. 1919 calling for 7,000 lbs. of leather, genuine, rigging, cattlehide, furnished in backs or sides or in both backs and sides. Full grain, vegetable tanned, natural color, approx. 20 sq. ft. per hide, to Fed. Specs. KK-L-241b, dated Nov. 3, 1948, for delivery to the following depots: 1,800 lbs. to Naval Supply Center, Norfolk, Va.; 1,500 lbs., Naval Supply Center, San Diego, Cal.; 1,000 lbs., San Francisco Naval Shipyard, San Francisco, Cal.; 1,000 lbs., Naval Supply Center, Oakland, Cal.; and 1,700 lbs., Naval Supply Center, Clearfield, Utah, by March, 1954. Opening Feb. 1.

**Leather.** The Chicago Quartermaster Depot, Quartermaster Purchasing Division, Chicago, Ill., has issued Inv. No. 117 calling for leather, cattlehide, Specs KK-L-291c—7,400 sq. ft.—and 34,400 sq. ft. of horsehide leather to Specs MIL-L-7266. Opening Feb. 5.

**Shoes, Leather, Men's and Boys'.** The General Services Adm., 909 First Ave., Seattle 4, Washington, has issued Inv. SE-F-DD-2070-1 calling for Shoes, Boys' and Men's—oxfords, brown, leather sole, rubber heel, equal to Sears 67D5207 and 67D4107. Opening Feb. 9.

**Strap Leather.** The New York Quartermaster has issued Inv. No. 288 covering 68,900 sq. ft. of leather, cattlehide, for straps, full grain, vegetable tanned—russet type B—class 1—selection C—various thicknesses. Opening Feb. 9.



## New Hide Price Declines Fail To Spur Leather Sales Activity

Side Leather Tanners Still Busy But Others Have To Scrabble For New Business

In New York, orders still disappoint. One reason cited is a late Easter, but tanners cannot blame everything on this.

Large spread elk is selling about 41-37c and down as to tanner, etc., and combination large spread about 46-44c and down. Patent also slow but prices range from 50-44c and down on large spread. Some tanners say they sell mostly extremes and kips in this market and get 65c and down on extremes and 90c and down on kips.

Sheepskins slow with both lining and garment sheep finding little inquiry due to price. On lining leather some tanners want 30c and down on chrome and 27c and down on vegetable. However, others have been selling for 2c to 3c less and tanners report there has been price cutting in some quarters as some evidently have to move leather regardless of costs. There is a continuing business in kid lining leather here with pastel shades in best demand.

Prices on lining kid range from 55c

and down with the lower 40's and middle 30's about where the volume lies.

A very slow situation in sole leather but prices holding. Bends still about 49c to 65c as to weight. Bellies remain well sold up and definitely 28-29c with some selling at 30c. Double rough shoulders still slow with 44-48c selling in volume but real light shoulders are up to 54c.

Sole Leathers still sluggish in Boston area. Tanners, working against old orders, would have little to do if they depended upon new business.

The 9-10 iron bends are pegged at 51c and down for tannery run; better tannages listed up to 54c but little doing. Above 10 irons, prices generally 48c and below. The 8-9 iron bends hold at 58c and below; up to 60c asked. Good grade lightweight bends are at 67c and below.

Philadelphia tanners find that business picked up in a rather satisfactory manner this past week. Prices

### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	73-1.05	73-1.06	80-1.08	95-1.20
CALF (Women's)	58-98	58-98	75-91	80-1.03
CALF SUEDE	60-1.00	60-1.00	80-1.05	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	55-90
KID SUEDE	48-90	48-91	80-96	80-96
PATENT (Extreme)	53-58	53-58	56-62	60-64
SHEEP (Russet Linings)	15-25	15-25	18-32	18-32
KIPS (Combination)	52-54	52-54	55-57	64-68
EXTREMES (Combination)	44-50	44-50	51-52	56-59
WORK ELK (Corrected)	36-40	36-40	36-42	38-45
SOLE (Light Bends)	64-68	64-68	65-68	68-72
BELLIES	26-29	26-29	23-25	26-29
SHOULDERS (Dble. Rgh.)	44-50	48-51	50-52	51-56
SPLITS (Lt. Suede)	30-35	30-35	30-36	35-39
SPLITS (Finished Linings)	17-22	17-22	18-22	24-26
SPLITS (Gussets)	15-17	15-17	15-17	18-20
WELTING (1/2 x 1/4)	7-7 1/2	7-7 1/2	7 1/4	8
LIGHT NATIVE COWS	14	14-14 1/2	16	20 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.



**Quality and Uniformity**  
**Armour's QUALITY Leathers**  
**Factory**

**SOLE LEATHERS**  
BENDS, BACKS, CROPS, HEADS  
SHOULDERS, BELLIES, SHANKS, Etc.

**OUTSOLES**  
MEN'S • WOMEN'S • BOY'S  
MISSSES' • CHILDREN'S  
IN ALL GRADES AND WEIGHTS


Headquarters for Sole Leathers  
Complete line of leather INSOLES  
and leather COUNTERS

**ARMOUR LEATHER CO.**  
CHICAGO • NEW YORK • BOSTON

**SPECIALISTS in SPLITS**

**SUEDE LININGS  
SOLE & GUSSET**

GLOVE LEATHERS  
HORSEHIDES  
COWHIDES  
SHANKS  
BELLIES  
DEERSKINS  
MOCCASIN COWHIDE



**A.L. GEBHARDT CO.**  
416 N. WATER ST., MILWAUKEE 1, WIS.  
PHONE DAlY 8-6919  
GEBHARDT-VOGEL TANNING CO.  
706 W. OREGON ST. MILWAUKEE

**THE OHIO LEATHER CO.**

**LUXOR**

**Calfcolors**

**BLACK JETTA CALF  
WASHETTE**  
White and Colors

OHIO LEATHER CORP. Boston  
87 South St.  
THE OHIO LEATHER CO., INC. New York City  
2 Park Ave.  
ARTHUR S. PATTON LEATHER CO. St. Louis  
1402 Locust St.  
LIEBMAN-CUMMING San Francisco  
718 Mission St.  
(Pacific Coast and Orient)  
EDGAR A. HERTZ  
One Chesterfield St.,  
Mayfair, London W.1, England  
(Export Director)

Tannery and General Offices  
**GIRARD, OHIO**

*Quality*

**WINDRAM**

**COMBINING — ELASTICIZING  
PLASTICS  
BACKING CLOTH**

**WINDRAM  
MANUFACTURING COMPANY**  
Established 1867  
3 Dorchester St., So. Boston, Mass.

**Want QUICK Results?**  
Use — —  
**LEATHER AND SHOES'  
WANT ADS**

about the same as they have been for the past two weeks.

**Sole Leather Offal slack.** Outside of bellies and a moderate amount of single shoulders, there is little doing. Good steer bellies bring 26-28c with some heard at 29c. Cow bellies also listed at 26-28c. Single shoulders hold at 38-40c but more interest below this.

**Calf Leather tanners await new orders,** keep busy delivering old ones.

Men's weight calf listed at \$1.05 for top grade heavyweight regular finish. Aniline calf another 4c. These grades find whatever business there is. The 90c and below leathers stir little interest.

Women's weights bring 95c and down for regular finish; \$1.00 and down for aniline finish. Tanneries working steadily on shipments of 75-60c grades.

**Side Leathers moving.** Boston tanners report heavy deliveries again with blue and red wanted colors.

Price lists unchanged but concessions heard here and there. Most sales made at prices differing somewhat from actual lists. Full grain heavy combination kips bring 64c and below; corrected kips at 54c and below. The extremes are pegged at 50c and down while large leather is at 44c and below.

Chrome-tanned kips bring 50c and down for top grade heavy leather; extremes at 45c and down and large at 42c and below. Light leathers still hold in 30's.

**Sheep Leathers find some new business.** Shoe manufacturers show more interest in sheep linings again. Russet boot linings bring 25c and down; shoe linings best at 15-20c range with some sales heard up to 22c. Colored vegetable linings 26c and below; chrome linings fair enough at 28c and down.

**Split Leathers mixed.** Boston tanners report good call for finished linings with price a big factor still.

Split linings generally bring 22, 20, 18c for best grades. A good deal more leather sold below this. Heavy suede linings bring 25-26c for better grades and move fairly well. Non-slip suede still held at 16-20c.

The better grades of heavy outside suedes quoted at 44c and below. Lights lag. Flexible innersole splits do some business.

**Glove Leathers quiet.** Garment Leather Business picking up in this market.



**NEW SALES MANAGER** of Regano Box Toe Co., Haverhill manufacturer of soft box toes and counters, is George A. Allen, New England sales representative for the firm during the past year and one-half. Allen will supervise Regano sales over the U. S. while continuing to service the New England shoe trade.

Ladies' garment suedes have sold at 34c for the "Water Repellent" variety. Men's suedes quoted at 30c and 28c; some good business placed at those figures. Garment Grains in high colors quoted from 33c down for the Iranians. One lot was moved at 30c for the tops.

Sudans in high colors quoted from 48c down with the bulk of the business being done at the 40 to 42c level.

Glove leathers firm as to prices. Some small business passing in the cheaper items but fine leathers not in demand. Domestic suedes quoted at 36c firm. Grains selling from 28c down.

**Work Glove Leather draggy.** Although some quarters inclined to believe that market was seasonally quiet, other sources point out some troublesome factors responsible to a considerable extent for the slow market in the work glove leather trade.

Because of poorer business, buying of leather is very conservative. In order to book new business, some leading tanners have dropped prices one cent per foot on work glove splits. Best tannages of LM weight now obtainable at 14c for No. 1 grade, 13c for No. 2 grade and 12c for No. 3 grade. M weight alone is listed at 15c for No. 1, 14c for No. 2 and 13c for No. 3 grade.

**Garment Leathers Spotty.** A little steady movement of cowhide garment leather reported at prices within a range of 30-33c depending upon tannages involved.

Demand for sheepskin garment leather only fair. Best price reported paid for suede of late has been 33c and on grain finish 34c for good tannages.

Horsehide garment leather listed at 36c and down with average price basis still around 33-34c but not much feature to business right now.

**Bag, Case and Strap disjoint.** Buyers covering spring and summer requirements placed a few more orders for bag, case and strap leathers this week.

Case leather of 2-2½ ounce quoted at 40-41c and 3-3½ ounce at 42-43c with some demand indicated at inside prices. Grade A russet strap leather ranged 49-50c for 4/5 ounce, 51-52c for 5/6 ounce, 53-54c for 6/7 ounce, 55-56c for 7/8 ounce, 57-58c for 8/9 ounce, 60-61c for 9/10 ounce and 63-64c for 10/11 ounce. Grade B listed at 2c less and Grade C 4c less.

**Kid Leather picks up.** Philadelphia tanners report recent inquiries about suede have finally resulted in some fairly good orders for delivery in April and May.

Nothing new in linings which have maintained a fairly good level. No new developments in crushed.

Rawskins continue to present a problem. Tanners who have used Brazilian skins find it harder and harder to buy skins that can go into top-grade glazed leathers. This problem relates to the Brazilian Government's sponsoring of agricultural and industrial settlements with the results that the goats are not herded or are penned in by barbed wire to keep them from wandering over cultivated fields.

#### Average Kid Leather Prices

Suede 32c-90c  
Slipper 25c-60c  
Linings 25c-55c  
Crushed 35c-75c  
Glazed 25c-\$1.00  
Satin Mats 69c-98c

**Belting Leather moves.** Philadelphia tanners find the sales increase that started a couple of weeks ago has continued.

On rough bend butts quotations are as follows: No. 2 light 97c, medium 89c and heavy 87c; No. 1 light 92c, medium 84c and heavy 79c. Shoulders sold at 50c for No. 1 and 48 for No. 2.

#### AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selec.	No. 2	No. 3
Butt Bends	1.25-1.35	1.23-1.31	1.16-1.27
Centers 12"	1.53-1.64	1.43-1.55	1.41-1.45
Centers 24"-28"	1.51-1.58	1.41-1.52	1.39-1.53
Centers 30"	1.47-1.52	1.37-1.47	1.35-1.43
Wide Sides	1.22-1.25	1.18-1.21	1.12-1.14
Narrow Sides	1.14-1.17	1.11-1.13	1.05-1.07

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

## Tanning Materials

### Raw Tanning Materials

Divi Divi, Dom., 45% basis shp't, bag	\$72.00
Wattle bark, ton	"Fair Average" \$95.00
	"Merchantable" \$95.50
Sumac, 25% leaf	\$120.00
Ground	\$110.00
Myrobalan, J. 1's Bombay	\$44.00
Sorted	\$40.50
Genuines	\$49.00
Crushed 42-44%	\$61.00
Valonia Cups, 30-32% guaranteed	\$53.00
Valonia Beards, 40-42% guaranteed	\$71.00
Mangrove Bark, Ecuadorian	\$54.00
Mangrove Bark, Colombian	\$58.50
Mangrove Bark, 38% E. African	\$72.00-74.00

### Tanning Extracts\*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.40
Barrels, c.l.	5.30
Barrels, l.c.l.	5.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	11.28
Bags, l.c.l.	12.00
Cutch, solid Borneo, 55% tannin	.08%
Hemlock Extract, 25% tannin, tk. cars	
f.o.b. works	.0625
bbls. c.l.	.06%
Oak bark extract, 25% tannin, lb.	
bbls. 6½-6¾, tks.	.06%
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l.	11 31/64
Solid clar., basis 64% tannin, c.l.	13 3/16
Wattle extract, solid, c.l., East African	
60% tannin	.10
Wattle extract, solid, c.l., South African	
60% tannin	.10
Powdered super spruce, bags, c.l.	
.05%: l.c.l.	.05%
Spruce extract, tks., f.o.b. wks.	.01%
Myrobalan extract, solid, 55% tannin	.07%
Myrobalan extract, powdered, 60% tannin	.10
Valonia extract, powdered, 63% tannin	.09%

Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11½
Oakwood, Swedish, solid, 60-62%	.11½
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.11½
Larchbark, powdered, Swedish spray-dried, 58-60%	.12½

### Tanners' Oils

Cod Oil, Nfd., loose basts, gal.	.90-.95
Cod, sulphonated, pure 25% moisture	.12½-.13
Cod, sulphonated, 25% added mineral	.11-11½
Cod, sulphonated, 50% added mineral	.10½-.11
Castor oil, No. 1 C.P. drs. l.c.l.	.22
Sulphonated castor oil, 75%	.23
Linseed oil, tks., f.o.b. Minn. drums	.15.2
Neatsfoot, 20" C.T.	.28-.29
Neatsfoot, 30" C.T.	.26-.27
Neatsfoot, prime drums, c.l.	.19
l.c.l.	.20
Neatsfoot, sulphonated, 75%	.16½-17½
Olive, denatured, drs. gal.	2.20
Waterless Moellon	.13½-.14
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11-12
Common degrass	.12-13
Neutral degrass	.25-.26
Sulphonated Tallow, 75%	.11-12
Sulphonated Tallow, 50%	.08-.09
Sponging compound	.13-14
Split Oil	.11-12
Sulphonated sperm, 25% moisture	.14-15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.14%
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.13%
Petroleum Oils, 100 seconds visc., tks., f.o.b.	.12%

\*Imported Extracts are plus duty.

# Fine Leathers

CASUAL  
LEATHERS

HEBB LEATHER CO., INC. 112 BEACH STREET  
BOSTON, MASS.

GYPSY\* . . . A soft, mellow, full grain leather. Dyed through, it is a character leather in every respect. GLUVHIDE\* . . . A full grain, neutral back, quality leather. Preferred by outstanding casual shoe manufacturers. \* Copyright pending.

SOFT • COLORFUL • FINEST FULL GRAIN

CUSHION  
COWHIDE

by  
LOS ANGELES  
TANNING CO.  
4101 Whiteside Street  
Los Angeles 63, Calif.

GLUV TANNAGE SIDES  
CHROME SPLITS  
PIGMENT FINISHED FOR UPPERS

#### AGENTS:

Amber Leather Co.	Kesson Leather Co.
139 South Street	150 Nassau St., Rm. 738
Boston 11, Mass.	New York, N. Y.

W. M. Henson  
2708 Lyndhurst Road  
St. Louis 21, Mo.



## New Price Declines Keep Packers In Sold-Up Position

Question Is Whether Sellers Can Keep Dealer Buying Interest

### Heavy hides weaken again.

Acceptance of declining prices by major packers tended to undermine prices on lighter weight varieties which had been holding fairly steady.

Following sales late in the preceding week at half cent declines on river heavy cows, river heavy native steers, branded steers and light native cows, packers this week accepted another half cent less on the same selections. During the same period, northern low grub heavy native cows and branded cows sold at only a half cent decline.

Meanwhile, regular tanners of sole leather as well as cattle side upper leather generally complaining about slower business in their finished product. They point out that prospects for improved business are not very bright in view of reductions in shoe production.

**Independents uncertain.** Like the big four packers, most larger midwestern independent packers attempt to maintain as well sold up a position as possible.



I see where Mrs. Faherty's got her old job back since she learned that **CONTROLLED PENETRATION** of tannery oils by Salem Oil & Grease Co. means better business.

This week, Packers' Ass'n sold 1,850 branded cows at 10½¢ while a large Iowa packer sold 900 Ottumwa heavy native cows at 11¢ and 1,500 Ottumwa heavy native steers at 10½¢. Another large independent packer sold 2,000 Indianapolis light cows at 14¢ and 4,000 Omaha branded steers at 9¢ for butts and 8½¢ for Colorados. Other outside killers expected to follow with further trading, wherever possible, at these newly established lower levels.

On the Pacific Coast, one large packer sold 3,200 December branded cows at 9½¢ flat fob. Meanwhile, New York packers slow to put out new offerings of hides. Late sales of southeastern light hides were made

at 15½¢ for natives and 13½¢ for brands.

**Small Packers plentiful.** Seasonal increase in production of heavier hides has been reflected in larger offerings of such hides becoming available in small packer market within past week.

Some good midwestern 66-68 lb. avg. hides moved at 9¢ for native and 8¢ for branded, flat fob. Western (Montana) 54-55 lb. avg. hides sold at 9¢ flat fob. while Nebraska small packers averaging in the mid 60s moved at 8½¢ for natives and 7½¢ for brands.

Declining big packer prices tended to weaken the market for medium average weight small packer hides and several cars of midwestern productions sold lower or in the range of 11½-12¢ selected fob. shipping points. Lighter hides averaging 47 lbs. sold at 12½¢ flat fob. midwest point. While very light hides such as 42 lb. avg. were last reported sold at 13½¢ flat fob., buyers' ideas later a half cent less.

**Country Hides ease.** Several cars of mixed country allweights averaging under 50 lbs., containing renderers, sold down to 9¢ flat trimmed fob. shipping points. Country locker-butcher hides, free of renderers, sold in a range of 9½-10¢ flat tr'd. fob.

### HIDE FUTURES

	Close Jan. 28	Close Jan. 21	High for Week	Low for Week	Net Change
April .....	14.90B	15.00T	15.00	14.73	-10
July .....	15.20B	15.13T	15.21	14.95	+07
October .....	15.32B	15.18B	15.28	15.05	+14
January .....	15.35B	15.23B	15.38	15.10	+12
April .....	15.25B	15.18B	15.33	15.33	+07
July .....	15.20B	15.13B	15.15	15.15	+07

Total Sales: 156 Lots

### HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers .....	10½-11½	11½-12½	12 -12½	12 -12½
Light native steers .....	14 -14½N	15	14½-15	16½-17
Ex. light native steers .....	16 -16½N	17	16½	20
Heavy native cows .....	11 -12	12 -12½	12 -12½	13 -13½
Light native cows .....	14	15	14½	16
Heavy Texas steers .....	9	10N	10½	11
Butt branded steers .....	9	10	10½	11
Light Texas steers .....	11½-12N	12½	12N	15
Ex. light Texas steers .....	14 -14½N	15N	14½N	17
Colorado .....	8½	9½	10	10½
Branded cows .....	10½-11	11 -11½	11	13 -13½
Native Bulls .....	10N	10 -10½	9 -10	9 -10
Branded Bulls .....	9N	9 -9½	8 -9	8 -9
Packer calfskins .....	37 -42½	37 -45	38 -45	45 -50
Packer kipskins .....	25 -28	25 -28½	24 -30	28 -37½

NOTE Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.



for under 50 lb. avg. Available supplies described as fairly liberal while demand was rather limited.

Glue hides ranged 7-7½¢ fob. for carload lots, the outside price asked. Country bulls in carlots had limited call at 6-6½¢ fob.

**Calf moves again.** Since the previous review, 5,000 St. Paul light calf sold at 42½¢ at which price some interest had been shown for northern production. Also, about 11,000 St. Louis heavy and light calf sold at 37¢. Last sale of northern heavy calf at 40¢.

A few sales of kip at 27½¢ for about 3,000 from the river and 28¢ for 1,200 Chicago and 2,000 St. Paul skins. Bids reported for overweight kip at 27½¢ but packers had very few to offer at this paid price.

Three big packers sold about 12,000 regular slunks at the steady price of \$1.85 while large hairless remained unchanged at 85¢. Regarding small packer skins, buyers inclined to name lower ideas following a reported sale of one car good all-weight calf at 32¢.

Small packer kip in carload lots were held in the midwest at 17¢, sellers declining business at a cent less while in the southwest a bid of 17¢ was rejected, sellers asking 19¢. Trading in country skins slow and last

reported carlot business at 22¢ for allweight calf and 13¢ for kip.

**Horsehides slacken.** It is possible that recent purchases covered buyers' requirements fairly well as most outlets inclined to revise their price ideas downward.

Trimmed northern slaughterer whole hides, as to quality, had an easier undertone at \$9.50-\$10.00 and untrimmed productions slower selling at \$10.50-\$11.00 fob. shipping points. Despite the slower demand, however, most sellers reluctant to accept less money on their holdings. Unsold stocks throughout the country generally not large.

Cut stock remains unchanged at \$6.00-\$6.50 for northern fronts and \$3.50-\$3.75 for 22" and up good quality butts.

**Sheep Pelts steady.** Some business in big packer No. 1 shearlings at \$1.30-\$1.40 in the midwest and reports that some very choice shorn lambs brought up to \$1.55 again including some from the west coast area. Production of shearlings starting to show the usual upturn on the Pacific Coast.

Some midwestern big packer No. 2 shearlings sold at \$1.05-\$1.15 as to lots and No. 3s ranged 75-85¢, the latter price asked. Fall clips moved

in a limited way at \$1.90-\$2.00. Midwestern packer Jan. wool pelts cleared in the range of \$3.25-\$3.45 while some eastern packer lambs brought \$3.50 per cwt. liveweight basis. Full wool dry pelts nominal at last paid basis of 24¢ del'd. although some buyers talk 1-2¢ less.

A car of pickled skins sold by one producer at \$10.00 per dozen for mixed sheep-lambs following an earlier sale made at \$10.50. Another producer sold car of sheep alone at \$9.50 per dozen.

**Dry Sheepskins off market.** Local selling quarters report their shippers advise them that in view of our buyers' low ideas, they are unable to submit offerings. Buyers claim that unless they can operate at their ideas of value, they will remain out of the market.

Wool sheepskin markets firm at origin and latest reports from Australia that at the Melbourne auctions, market was unchanged and at Sydney, 43,000 skins were offered and sold generally par to one penny dearer.

Hair sheep markets continue slow and nominal. Outside of an occasional odd-sale, trading negligible as buyers unwilling to meet some of the asking prices.

Shearlings continue slow and nominal.

**MARDOL**  
SULPHONATED OILS  
and  
FAT LIQUORS  
QUALITY AND UNIFORMITY  
**MARDEN-WILD CORP.**  
800 Columbia St., Somerville, Mass.  
MARDEN-WILD of CANADA, LTD. HALIFAX, N. S.

*for a Naturally good lining*  
use  
**GILBERT & COMPANY'S**  
"Nu-Calf" Natural Sheep  
TANNERY and OFFICE Established 1905 BOSTON STORE  
WESTBORO, MASS. 120 SOUTH STREET

## DERMABATE COMPOUNDS LIQUID EXTRACTS

HEMLOCK • OAK • MANGROVE  
STAINLESS SUMAC • ORDINARY SUMAC  
QUEBRACHO • RAPID TAN "G"  
SPECIAL DIPPING EXTRACTS

**LEATHER**  
YESTERDAY, TODAY  
ALWAYS

## AMERICAN EXTRACT CO.

Manufacturers of the Largest Variety of Vegetable Tanning Extracts

ESTABLISHED 1887  
PORT ALLEGANY, PA.

### REPRESENTATIVES:

McArthur Chemical Co., Ltd., 20 St. Paul St., West, Montreal;  
73 King St., West, Toronto  
Roy Wilson, Dickson Ltd., 7-8 Railway Approach, London, S.E.1  
Getz Bros. & Company, San Francisco, Calif.; New York City

**Pickled Skins hold.** New Zealand market continues strong, active and higher with advances generally being asked following each sale. On a tender, 5,000 dozen "Wallacetown" lambs sold at 86 shillings 1½ pence, following which sales were made at 86 shillings 3 pence and that bid for more but held higher. Some "Islington" South Island lambs sold at 75-80 shillings, "Canterbury" South Island lambs at 76 shillings, "Picton" 70 shillings, and "CFM" South Island lambs at 85-86 shillings.

North Island lambs have been quite active and additional sales noted at from 75-86 shillings, depending upon brands. Most sellers have been refusing last trading levels.

Iranian pickled sheepskin market has also firmed up with several thousand dozen on spot sold at \$13.00-13.25-13.50 per dozen, as to lots involved. Shippers at origin have firmed up and some are naming higher views. Domestic market weak.

**Reptiles slack.** Although primary markets have firmed up, especially Brazil, buyers here are only mildly interested and then at a price. More interest has developed for Brazil back cut tejus and buyers are willing to pay 60c fob, but most shippers now

advanced their ideas to 65c fob for 15/60/25 assortment and some even want to include giboias at 40c fob, February shipment.

Europe has again re-entered the market for ring lizards, pythons and alligators and primary shippers have firmed up in their ideas, either not offering or else asking premiums. Bid of \$1.20 made for Malayan ring lizards and \$1.30 asked while Java ring lizards are available at \$1.25-1.30, as to shippers.

**Deerskins hold.** New Zealand market firm as sellers claim they are getting higher prices from other buyers. Late offerings at 83c cif.

Siam market firm as Japan continues to take most of the available supplies at asking prices. Brazil "Jacks" unchanged and small sales going on at 59-61c, basis manufacturers. Not many offerings and while some shippers are trying for advances business usually done around the above levels. Last confirmed sales Peruvian "jacks" at 53c cif.

**Pigskins same.** Although buyers in Fulton County continue to show very little interest and usually have low set views, demand from Europe has influenced shippers, who are not

making many offerings and usually holding to their ideas of value.

Late offerings of Para grey peccaries at \$1.60, blacks at \$1.00 fob, basis importers, while buyers' ideas are about \$1.40 and 90c, respectively, fob basis importers. Wet salted capivaras held at \$1.90 fob, but here too, buyers' views are lower.

Dry Chaco carpinchos slow as following active trading towards the end of last year, buyers have withdrawn from the market while shippers firmed up and usually naming advances.

#### Goatskin Prices

INDIA & PAKISTAN	Today	Last Month
Amritsars (1200 lbs.)	...\$8¾-9	\$8½-9
Best Patnas	Nom.	\$6¾
Muzaffarpurs	Nom.	\$7¾
Dinajpurs	Nom.	Nom.
Daccas	Nom.	Nom.
Calcutta Kills	Nom.	Nom.
Cocanadas (1.70/1.80 lbs.)	\$9¼	\$9
Deccans (1.70/1.80 lbs.)	..\$9¼	\$9

CHINAS		
Szechuans, lbs.	Nom.	Nom.
Hankows, lbs.	Nom.	Nom.
Chowchings, dz.	Nom.	Nom.

MOCHAS		
Berberahs	...\$9	\$8
Hodeidahs	Nom.	Nom.
Baties	...\$10-11	\$10-11
Batie types	...\$9-9¼	\$9
Addis-ababas	...\$8.50	Nom.

AFRICANS		
Algiers	Nom.	Nom.
Casabiancas	Nom.	Nom.
Marrakesh	Nom.	Nom.
Constantines	Nom.	Nom.
Orans	Nom.	Nom.
Tangiers	Nom.	Nom.
West Province Ex. Lts.	Nom.	Nom.
Port Elizabeth Ex. Lts.	Nom.	Nom.
Nigerians, lbs.	...\$1.06	\$1.00
Mombasas, dz.	...\$9½-10½	\$8½-9½

LATIN AMERICANS		
Mexicans		
Matanzas, etc. (flat)	Nom.	Nom.
Oaxacas	Nom.	Nom.

Venezuelans		
Barquisimetros	39½-40½c	39½c
Coros	40½c	39½c
Maracalbos	Nom.	Nom.
La Guayras	Nom.	Nom.

Colombians		
Rio Hache	Nom.	Nom.
Bogotas	Nom.	Nom.

West Indies		
Jamaicas	75c	70½c
Haitians	44c	44c
San Domingos	38½c	Nom.

Brazils		
Cearas	88c	84c
Pernambucos	88c	84c
Bahias	83-88c	Nom.

Argentines		
Cordobas/Santiagos	48-50c	48-50c
Pampas	Nom.	Nom.

Peruvians		
Paytas	44½-45c	44½-45c
Ayacucho	45c	45c



**for producing...**

# BETTER LEATHERS MORE ECONOMICALLY

**EXTRACTS**

**PANCREATIC BATES • FILLERS**

**SOLE LEATHER FINISHES**

**TANNER'S SUGAR • TANNER'S LIME**

**CHEMICALS**

▼

We invite your inquiries and permission to  
prove better yields with LINCO PRODUCTS

**L. H. LINCOLN & SON, INC.**

COUDERSPORT, PENNA.

# PEOPLE

*About industry personalities coast to coast*

• **Lew Ellis**, Auburn, Maine, has been appointed regional representative for Star Die & Supply Company. His office will be located at 19 Allain Park, Auburn.

• **Nat Elson** has become associated with Lazar Backing Company, a division of Peters Bros. Rubber Co., Inc., Brooklyn. Elson, formerly with United Backing Corp., Glendale, New York, will help cover the metropolitan New York area for the Lazar company.

• **Warren Manley** of Manchester, New Hampshire, has been appointed service manager of the wholesale division of C. A. Eaton Shoe Company, Brockton. For the past seven years, Manley has been superintendent of the order and shipping departments and export manager for International Shoe Company.

• **William B. L. Freeman** has become treasurer of O'Donnell Shoe Company, Inc., Lynn. He also remains as president of the company.

• **John W. Daggett** has been appointed agent for American Hide & Leather Company. Representing the firm in the Milwaukee-Chicago area he will maintain offices at 4931 North Berkeley Blvd., Milwaukee.

• **John L. Jerro**, president of Jerro Brothers, is initiating a campaign in the shoe industry in support of the National Jewish Hospital at Denver, a free non-sectarian tuberculosis center. Formerly Jerro has served as a committee vice chairman with the Catholic Charities of New York and the Sister Kenny Fund.

• Alexander's Department Stores, Inc., has appointed **David Hirsh** as merchandise manager of all the company's shoe departments. For the past eight years, Hirsh has been buyer of the firm's children's shoes.

• **Charles Carlozzi** has been promoted to the superintendency of Charles A. Eaton Company's plant in Richmond, Maine. Previously he has worked for C. B. Slater Shoe Company, Braintree, and M. A. Packard Shoe factory, Brockton. **Meric Genaco** succeeds Carlozzi as lasting and making room foreman of Eaton's Brockton factory.

• Franchise Stores Division of Brown Shoe Company has appointed **Tom Curtis** as General Merchandise Manager and **Manley Rice** as Store Operations Manager.

• **Roblee McCarthy** has been appointed General Manager of Robin Hood Division of Brown Shoe Company. Since 1945, McCarthy has been in charge of the New York office of the firm's Mound City Division.

• **Howard Menitove** has been appointed Sales Promotional Manager of Juvenile footwear for Miles Shoes. Formerly Menitove was buyer of men's, boys' and children's shoes at Fedway Stores Division of Federated Department Stores.

• **H. M. Peterson** has been elected assistant secretary of Ohio Leather Company at a recent directors' reorganization meeting.

• **B. V. Brothers**, vice president of W. Pearce & Brothers, Inc., left last week on the Queen Mary for a business trip to England.

• **Milton R. Katzenberg** of Jacob Stern & Sons Inc. has been reelected Vice President to represent the Hide Group of Commodity Exchange, Inc. **Edward G. Newman** was elected a member of the Board of Governors while **George Kaufmann** and **Walter Stern** were reelected to the Board. **William Reid**, general partner in Bache & Co., was reelected president of the Commodity Exchange.

• **James I. Robinson** has been elected president of **Whitney Department Store**, 933 5th Street, San Diego.

• **John W. F. Young**, secretary of Federal Leather Co., New York manufacturer of plastic-coated fabrics, has been named to the newly created post of executive vice president. **Miss Johanna E. Just** is assistant secretary. **Louis M. Plansoen** is president and **Hector Plansoen** and **Stuart A. Young** continue as vice presidents.

• **Charles L. Barthels**, former general manager, has been elected president of Pied Piper Shoe Co., Wausau, Wis. He succeeds Bernard Sternberg. Other officers include **W. W. Kiss**, vice president; and **Frank E. Bachhuber**, secretary-treasurer.

• **Lou Frost** has been appointed sales agent for the Province of Quebec for Colonial Tanning Co., Boston. He will handle the firm's complete line of leathers. Offices are at 4655 Kent Ave., Montreal.

• **L. E. Hardwick**, vice president and sales manager of The Bearfoot Sole Co., Inc., of Wadsworth, O., has been elected to the board of directors. Other directors re-elected are **I. B. Calvin**, **Ernest Calvin**, **T. D. Calvin**, **C. E. Chandler**, **E. E. Calvin** and **Atty. Robert Brouse**.

*The Finest name in Shaving Machine Blades*  
**SHEFFIELD from TANEXCO, INC.**

The finest name in cutting steel is Sheffield—and it's the finest name in Shaving Machine Blades.

They stay sharp with little grinding to give longer lasting, more uniform, and chatterfree results.

You can buy them only from

**ZANOGEN**

Tanexco, sole agents for Sheffield Shaving Machine and Highback Buffing Machine Blades. Also Caulking Steel. Try our imported Glazing Glasses too.

**TANEXCO, INC., Sole Agents,**  
549 West Washington Boulevard,  
Chicago 6, Illinois



# News Quicks

About industry happenings coast to coast

## Alabama

- **Toronto Brothers, Inc.**, 1921 3rd Ave., Birmingham, chain store operator, has recently opened a leased shoe department at Allens, Columbia, South Carolina.

## Illinois

- **Hide and Leather Association of Chicago** held its Annual Smoker and Card Party this week at The Swedish Club on N. LaSalle Street.

## Maine

- **Saxe-Glassman Shoe Corp.**, Saco, manufacturer of women's shoes, has filed a petition for receivership with U. S. District Court. When running at full capacity company employs about 400 workers, currently some 250 are working at the plant.

## Maryland

- **Baltimore Shoe Show**, sponsored by Baltimore Shoe Club, Inc. and Associated Shoe Travelers Inc., will be held at the Lord Baltimore Hotel on July 11, 12, 13 and 14, 1954.

## Massachusetts

- **Buxton, Inc.**, Springfield, recently received an award in the wallet division of the third annual Hess Brothers Versatility Competition. Company won the prize for its women's French fold wallet with magic purse and flick windows, into which coins can be inserted without opening purse.
- **Advance Tanning Company**, 57 Foster Street, Peabody, has recently discontinued business. **Advance Leather Co., Inc.**, Trimount Building, 80 Foster Street, Peabody, has been formed by Thomas E. Corcoran.
- Members of Firemen's and Oilers' Union met recently with representatives of Associated Shoe Industries to negotiate for a 10 percent wage increase. Walter T. Spicer of the ASI represented the four firms concerned: **Commonwealth Shoe & Leather Co.**, Whitman; **Geo. E. Keith Company**; **Chas. A. Eaton Company**; and **Thompson Bros. Shoe Company**.
- A smoky blaze on the third floor of the **Martin-Tickelis Shoe Company** building, Prince Place, New-

buryport, recently caused some \$15,000 damages.

- **Melville Shoe Corp.**, Worcester, which operates Thom McAn, Miles and John Ward shoe stores, recently celebrated its 25th year of operations in that city. At a service awards dinner some 43 employees received watches in recognition of 25 years' service to the company.

- **Compo Shoe Machinery Corp.**, Causeway Street, Boston, recently held its annual banquet at which some 15 employees were presented with watches and a 20-year service pin.

- **Prime Manufacturing Company**, Lynn, has increased production over 50% and contemplates further increases in the manufacture of its "stuck-on" innersole rib in order to meet increased demands of its customers throughout the world.

## Missouri

- St. Louis office of **John R. Evans & Company, Inc.**, is now located at 4603 McRee Avenue.
- **Foster's Shoe Store**, 3940 Main Street, Kansas City, has recently opened a new unit at Mission, Kansas.

## New Hampshire

- **Dix Heel Company, Inc.**, East Rochester, has been organized recently with Richard A. Giesser as president and David Giesser, treasurer.
- **Quality Wood Heel, Inc.**, Derry, has been organized recently under New Hampshire laws with Wallace Bray as president and Paul Laliberte, treasurer.
- Slight damage was caused by a fire which broke out in blower system at **Laconia Shoe Company** plant, Laconia, recently.

## New York

- **Town & Travel Shoe Manufacturing Co., Inc.**, 11 E. 44th Street, has been organized recently with Philip B. Heller as principal.
- **Stevens Shoe Corp.**, New York City, has been organized recently by Sidney Citron and Joseph G. Unger for the operation of a chain of leased retail shoe departments.

- **Leather Industries of America** presented four fashion skits recently on the Kate Smith Show. Theme of show was "Leather Goes Everywhere," stressing practicability, durability and luxury of colorful leathers for every occasion.

- Effective February 1st, **Consolidated Chemical Industries, Inc.**, will move its New York offices from 630 Fifth Avenue to 380 Madison Avenue.

- **Hooker Electrochemical Company**, Niagara Falls, has been certified as "excellently managed" by American Institute of Management for fourth consecutive year. In determining its awards, the Institute uses a point system for rating ten key factors in each company—economic function, corporate structure, health of earnings growth, fairness to stockholders, directorate analysis, research and development, fiscal policies, production efficiency, sales vigor, and executive evaluation.

## North Carolina

- **Wellco Shoe Corporation**, Waynesville, was first footwear manufacturer to feature 3-D photography on the covers of its catalog. Its spring and summer catalog of "Foamtread" casuals presents a tri-dimensional effect on cover.

## Ohio

- **Shoe & Leather Club, Inc.**, Cincinnati, will hold its 54th Annual Meeting on February 6th for election and installation of officers for 1954.

## Pennsylvania

- **Strait-Step Shoes Inc.** has been organized recently in Palmyra for manufacture of children's shoes. Its officers include: Fred Ayers, president; George Karsnitz, treasurer; and James Karsnitz, secretary.
- **David D. Lande, Inc.**, 972 N. Marshall Street, Philadelphia, has purchased fixtures and lease of Lee Bett Shoe Store, 1654 Ridge Avenue.
- **E. Pelberg & Sons**, 117 N. 4th Street, Philadelphia, has sold its retail outlet formerly operated at 2625 Westfield Avenue, Camden, New Jersey.
- **Rohm & Haas Company**, Washington Square, Philadelphia, have announced a reduction of 15 cents a pound in the price of *t*-octylamine. The new price is 54½ cents a pound in truckload quantities, f.o.b. the company's plant at Houston, Texas.



## Tennessee

• **General Shoe Corp.**, Nashville, has signed a purchase agreement with J. P. Morgan & Company, Inc., agent, to borrow \$3 million on 3½% notes due January 15, 1974.

## Vermont

• **Vermont Shoe Company** plant, Lyndonville, was recently destroyed by a \$100,000 fire leaving some 30 workers unemployed.

## Canadian Notes

• **International Fur and Leather Workers Union** has incurred the displeasure of Canadian Premier Maurice Duplessis who has launched an all-out campaign against Communist-dominated unions in Canada. Duplessis has introduced a bill calling for decertification of a union "tolerating" among its "officers or organizers" anyone belonging to the Communist Party. Of an estimated 12,000 card-carrying Communists in Canada, at least 3,090 are in Quebec where IFLWU is active.

• Canadian retail shoe sales increased only 2.4% in dollar volume during first 11 months of 1953 over 1952, including gains of 5.3% in Alberta, 3.4% British Columbia, 2.5% Ontario, 1.8% Atlantic Provinces, 1.5% Quebec, and 0.3% Manitoba. Such sales in November dropped 2.5% against October and 2% against November a year earlier.

Total 11-month sales reached \$103,484,000, involving \$44,353,000 for Ontario, \$31,083,000 Quebec, \$9,646,000 British Columbia, \$7,235,000 Atlantic Provinces, \$5,027,000 Alberta, and \$3,271,000 Manitoba.

Of \$9,862,000 sales in Nov., chain shoe stores obtained \$3,572,000 and independents \$6,290,000.

• The 274 plants in operation in Canada's footwear industry during October, 1953, produced 3,321,707 pairs of leather footwear compared with 3,312,843 in the previous month and 3,735,206 in Oct. a year earlier, with output rising to 33,596,289 pairs in the first ten months of 1953 against 31,069,541 a year earlier.

Leather footwear output in first ten months of 1953 showed the following with figures in brackets for 1952:

men's, 7,482,078 (7,329,439) pairs; boys', 1,133,879 (1,104,100); youths', 284,648 (295,031); women's and growing girls', 16,433,636 (14,831,167); misses', 3,087,203 (2,767,237); children's and little gents', 2,586,615 (2,274,601); babies' and infants', 2,588,230 (2,467,966).

Production of footwear with soles other than leather dropped to 1,881,041 pairs in Oct. against 2,112,051 a year earlier, though the percentage of total output remained the same, 56.6%. Output of such footwear in the first 10 months of 1953 reached 20,732,540 pairs.

• **Savage Shoes Ltd.** has been granted supplementary letters patent by the Secretary of State of Canada in Ottawa for the purpose of increasing capital stock of the company to 2,000 first preferred shares of the par value of \$100 each, 1,500,000 second preferred shares of the par value of \$1 each, and 100,000 common shares without nominal or par value.

• **Lee F. Keener** has been appointed treasurer of The B. F. Goodrich Rubber Co. of Canada Ltd.

• **Laval Shoes Reg'd**, Joliette, Que., has been granted conditional discharge from bankruptcy.

## Wilner for Wedgie Heels

the largest manufacturer of quality wedgie heels in the world



VEGETABLE CALF

"It's Timber-Tanned"

Tanners of

SHELL CORDOVAN BUTTS

SIDE LEATHERS

"Glengarry" and Corrected Grains

"Chromexcel" Retan and Waterproof

Athletic Goods Leathers

**Horween LEATHER CO.**  
2015 ELSTON AVENUE • CHICAGO, 14

NEW YORK, 38  
HERMANN LOEWENSTEIN, INC.  
36 PERRY ST.

BOSTON, 11  
KAYE & BARNES, INC.  
83 SOUTH ST.

## BACK TO SCHOOL

### City College Sets Shoe Training Courses

Two of the most popular specialized training courses in shoe retailing—Shoe Fitting and Salesmanship, and Shoe Therapy will be repeated by City College, Evening and Extension Division for the spring, 1954 term, announces Dr. Robert A. Love, director.

Courses are supervised again by Seymour Helfant, co-owner of the Del Fant Shoe Co. of Far Rockaway, New York. Important features of both courses are the field trips to places where practical workshop experience will be obtained.

Sound knowledge of shoe materials and constructions, shoe fitting techniques, shoe salesmanship and merchandising techniques are provided in the Shoe Fitting and Salesmanship Course. Work is divided into three major sections: foot structure, shoe construction and selling tech-

niques. A study is also made of how to recommend the proper footwear for the proper type of foot as well as the proper occasions.

For those who desire training primarily in orthopaedic footwear and prescription cases, there is the advanced course on Shoe Therapy to which prominent medical men have contributed advice and constructive ideas. Correct interpretations of prescriptions is stressed along with recognizing foot ailments and their causes, their treatment and corrective adjustments through proper fitting.

### Real Partners

Hyman Fendelman, president of Smart Handbay Company, St. Louis, and Nathan Wittner, treasurer, will take turns serving prison terms in order that business operations may be continued.

The two partners were convicted of income tax evasion. They were sentenced to a year in prison and fined \$2,500 apiece by Federal Judge Roy W. Harper who made the unusual decision not to confine them both at the same time.

### Reduced Price

General Aniline & Film Corporation, New York City, has announced that 1,4-butanediol, a chemical intermediate and humectant, is available in semi-commercial quantities at a reduced price of 40 cents a pound in carload lots.

A reduction has also been made in the price of 2-butyne-1,4-idol which is now 13 cents a pound in carload lots for the 35% aqueous solution.

These two glycols are chemical intermediates for plasticizers, plastics, textile fibers, pharmaceuticals, industrial solvents and a variety of other products.

### Takes Schiff Line

Harry A. Batchelder & Son of Milwaukee, Wis., has been named to represent Lawrence Schiff Silk Mills in Chicago and vicinity and in the states of Wisconsin and Minnesota. Lawrence Schiff manufactures and distributes fine quality bindings and narrow trims for the women's shoe trade.

## SHOE PRODUCTION BY TYPE OF OUTSOLE: OCTOBER, 1953

(Thousands of pairs)

Kind of Footwear	All-leather uppers					Part-leather uppers				Non-leather uppers			
	Total	Total	Leather soles	Rubber and composition soles	Other soles	Total	Leather soles	Rubber and composition soles	Other soles	Total	Leather soles	Rubber and composition soles	Other soles
Shoes and Slippers, Total	40,121	32,661	14,669	17,396	596	2,074	665	1,316	93	5,386	1,054	2,461	1,871
Shoes, Sandals and Playshoes, Total	33,183	29,842	12,756	16,703	383	1,750	502	1,232	16	1,591	130	1,176	285
Men's, total	8,006	7,881	3,604	4,272	5	97	79	18	.....	28	7	16	5
Youths' and boys', total	1,390	1,383	108	1,273	2	7	.....	7	.....	.....	.....	.....	.....
Women's, total	15,690	13,123	5,779	7,181	163	1,222	372	835	15	1,345	117	1,137	91
Misses', total	2,798	2,465	492	1,799	174	253	19	234	.....	80	4	10	66
Children's, total	2,332	2,231	633	1,581	17	90	13	77	.....	11	2	5	4
Infants'	1,855	1,783	1,219	553	11	56	19	36	1	16	.....	7	9
Babies'	1,112	976	921	44	11	25	.....	25	.....	111	.....	1	110
Athletic Shoes, Total	273	273	227	46	.....	.....	.....	.....	.....	.....	.....	.....	.....
Slippers for Housewear, Total	6,407	2,372	1,590	577	205	313	153	83	77	3,722	882	1,281	1,559
All Other Footwear	258	174	96	70	8	11	10	1	.....	73	42	4	27

**NOTHING  
SURPASSES  
GENUINE  
LEATHER**



Our Seal of Quality

**TANNERS OF  
FINEST IN  
SHEEP AND  
LAMBSKINS**

FULL CHROME LAMBSKINS WITH COMBINATION TANNAGES TO MATCH.  
GARMENT SUEDES AND GRAINS — GLOVE LEATHERS — SHEARLINGS

**WINSLOW BROS. & SMITH COMPANY**

STORES: BOSTON, 97 SOUTH ST. • NEW YORK, 12 SPRUCE ST. • CHICAGO, 173 NO. FRANKLIN ST.

## LESS FOR MORE

### Price Cuts Bring Rush of Shoe Orders

#### Newburyport Firm Expands To Meet Stepped-Up Demand

One of the more outstanding examples of how to get more for less is currently being demonstrated by enterprising Ruth Shoe Co. of Newburyport, Mass.

When new orders for women's novelty and playshoes slacked off last fall and a production cutback with worker layoffs was threatened, Maurice Feigenbaum, president, decided something drastic was required. He soon hit upon a somewhat unusual plan.

"We went out to a lot of old customers and agreed to take a cut in price for our shoes in order to increase the volume of work, keep the machines rolling and keep our employees off the unemployment rolls as long as we could."

Results were even better than expected. New orders began to pick up immediately. It wasn't long before the firm was forced to add more workers to the payroll to keep up with demand.

Today, Ruth Shoe is operating with a working force of 700 and is turning out some 180 cases per day. When peak production is reached shortly—about 215 cases daily—the factory will be employing another 100-200 workers.

Feigenbaum estimates Ruth Shoe's new "take less to get more" program will last at least through next May and possibly extend into June or longer. "We're happy to have been able to keep our employees going at full production," he says, "even though profits have been less for management."

#### Keith Reports Loss

For the year ended Oct. 31, 1953, George E. Keith Company, Brockton, reported a net loss of \$86,106 on sales of \$10,593,218. In 1952, the firm showed net loss of \$192,427 on sales of \$10,740,914.

The balance sheet of Oct. 31, 1953, showed current assets of \$5,141,954 and current liabilities of \$1,933,054, leaving working capital of \$3,208,900.

Harold C. Keith, president of the

company, in a letter to stockholders stated: "Shoe production generally showed a decline in the last six months. Our production followed this trend during the last six months of our fiscal year. This condition seems to have been brought about by over-buying by retailers in the spring, with a subsequent curtailing in the fall."

Keith also pointed out that leases on several unprofitable retail units had run out and were not renewed—thus company losses from the operations of these stores will not be repeated in 1954.

#### Now Pitching Shoes

Big Walt Masterson, a major league pitcher for the last 12 years, is hanging up his baseball spikes in favor of just plain shoes.

Masterson wrote Clark Griffith, president of the Washington Senators, that he is retiring from baseball in order to devote his full time to his job as sales representative for Freeport Shoe Co., Inc. of Freeport, Me.

A native of Philadelphia, Masterson spent only 11 days in the minors before joining Washington. He later was traded to the Boston Red Sox and re-traded to Washington. His lifetime pitching record shows 77 wins and 99 losses. Last year with the Senators, the 33-year-old right-hander won 10 and lost 12 but his earned run average of 3.28 per game ranked among the league's best.

## Jingles In Jest

### Lifo

There was a new shoeman in Lynn  
With a fondness for bitters and gin.  
When he erred at his last  
His boss was aghast,  
And now he's outside looking in.

### Catastrophy

A tanner named John lost his spectacles

And sought them in many receptacles.  
But he found them no more,  
They had dropped to the floor  
And were mixed with the TT&T.

### Fightin' Words

I'm fond of shoe factory dinkers,  
Have nothing at all against pinkers,  
But if you're asking me,  
Most emphatically  
I'd say that the buyers are stinkers.

A shoe fabric salesman.

### Lament

Little bits of leather,  
Little gobs of glue,  
Put them all together  
And you've got a shoe.  
Add the cost of labor,  
**Forget** the overhead,  
Sell them to a chain store.  
Boy! You're in the red!

Shoe Salesman.

(Above jingles by L&S staff. We welcome contributions by readers. Ed.)

In the picture



**Strippings** IN A  
WIDE RANGE OF COLORS AND COMBINATIONS

Write for samples and prices **PROMPT SHIPMENT**

**GAYWOOD**  
"SHOE TRIMMINGS"

1906 PINE ST. • ST. LOUIS 3, MO.

REPRESENTATIVES

H. A. Cohen, San Francisco  
Harold Mayr & Associates, Milwaukee  
Alfred G. Sobush, Cincinnati  
J. P. McGrath & Son, Rochester, N. Y.  
P. C. Fernandez & Co. Ltd., Havana, Cuba  
Vogel Holmboe, Baltimore

Agents in Many Foreign Countries



## FIRST CALL

### Popular Show Blanks In Mail February

First official application blanks for the fall 1954 Popular Price Shoe Show of America will be mailed to exhibitors at the last show on Friday, Feb. 5, co-managers Edward Atkins and Maxwell Field reported.

Manufacturers who had display space last Nov. will be given a two-week option period to reserve the same space. Applications to non-exhibitors will be mailed Feb. 19 with reservations given on priority of receipt.

At the same time, PPSSA officials revealed plans for the sixth edition of "Major Resources for Popular Price Shows," complete directory of manufacturers and suppliers in the field. Questionnaire forms will be

sent shortly to all prospective exhibitors who will be listed without charge.

"Major Resources" is distributed at each show to thousands of retailers and buyers to help them check principal sources of important categories of popular priced footwear. All sources are classified by major categories, styles, price lines and geographical locations.

The 12th PPSSA will be held May 2-6, a week earlier than customary, at the Hotels New Yorker and McAlpin.

**ESTABLISHED 1888 itc 1987**

**BOOT-OR-CKD**

WELD RESPONSIBLE FOR READ YOUR TICKET

Order # PATTERN # Width

Quarter Lining

Width	Cost #	Part #	Pr. 36	Pr. 38	Pr. 40	Pr. 42	Pr. 44	Pr. 46	Pr. 48	Pr. 50	Pr. 52
98987		36	98987								
98987		38	98987								
98987		40	98987								
98987		42	98987								
98987		44	98987								
98987		46	98987								
98987		48	98987								
98987		50	98987								
98987		52	98987								

**WORK TICKETS**

**TO SPEED PRODUCTION**

Serially numbered, piece work—case lot control tickets or tags.

**INTERNATIONAL TICKET CO.**

Note Complete Names Sales offices: New York Boston Phila delphia Baltimore and principal cities

PLANT: NEWARK 4, N. J.

Upper Vp. Part. Cnt. # Last

Qtr. Part. Counter Sole

Heel Strap Insole

Spurlets Buckle

Lining Facing

Counter Pld. Binding

Q. P. Str. Vp. Str.

## Plastics Still On Move

Vinyl fabrics shipments in 1954 should show an overall increase over 1953 in the opinion of member companies of the Plastic Coatings and Film Association who produce a major portion of the nation's yardage of vinyl-coated material and vinyl-sheeting.

Baring a general business recession, estimates for the first 6 months of 1954 are for an increase in shipments of vinyl-coated fabrics compared to the same period in 1953. Forecasts for shipments of vinyl sheeting set the level for the first half of 1954 at that prevailing during the last 6 months of 1953, down from the first half of the year.

With final figures in for the first 9 months of 1953, the PCFA reports total plastics fabrics shipments, including pyroxylin-coated materials as well as vinyl-coated fabrics and vinyl sheeting running about 13% head of the 9-month figure for 1952. Shipments which dropped off in Oct. and Nov. have picked up again to a point where Association members foresee this percentage increase holding for the year-end totals.

Pyroxylin sales showed an increase for the first time in a number of years. A 15% increase for vinyl fabrics in 1953 over 1952 is attributable to a sizeable upsurge in vinyl-coated material usage which more than effect a decline in shipments of heavy-weight vinyl sheeting.

## KORN LEATHER COMPANY

TANNERS OF

*Splits*

FOR EVERY PURPOSE

*Side Leather*

MEN'S AND WOMEN'S  
IN THE POPULAR PRICED RANGE

PEABODY, MASS., U. S. A.

## "SUPERIOR LEATHERS"

*Chrome Retan Sole Leather*

In bends, shoulders, bellies, outstanding in its waterproofing and long-wearing properties.

**"Katz Chrome"**

The ideal leather for shoe, glove, and garment purposes.

*Chrome Retan Upper Leather*

A quality shoe leather, water resisting, easily worked.

Also cow and horse sides

**SUPERIOR TANNING CO.**

1254 West Division Street, Chicago

AGENTS

Chicago, E. Block 128 N. Wells St.  
Boston, Slattery Bros 210 South St.  
New York, Simon Tannenbaum 100 Gold St.

## Harriman Sold

The C. S. Harriman tannery in North Wilmington, Mass., shut down since last Oct. after a bitter court fight with the Massachusetts Department of Public Health, has been purchased by Murray Printing Co. of Wakefield, Mass. Purchase price at public auction was over \$16,000. Sale of machinery realized \$11,000.



## CLASSIFIED ADVERTISING

### Wanted and For Sale

#### Fleshing Machine for Sale

ONE 6-ft. Aulson hydraulic fleshing machine, complete with 220 volt, 60 cycle, 3 phase motor. Extra cylinder and rubber roll. Excellent operating condition. Recent model. Address A-9, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Platform Truck

FOR SALE: One (1) Hyster Turret platform truck. Gasoline operated. 4,000 lb. capacity; platform 4 feet long by 2 feet wide. Collapses to 11 inches.

Address A-10,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Blue Splits Wanted

BLUE SPLITS WANTED. Car or truckload quantities. Untrimmed or trimmed. Also Blue Shoulder Splits, etc. Steady user.

Address A-1,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### For Sale

FOR SALE: Hide & Leather Encyclopedia of the Shoe and Leather Industry, Modern American Tanning 1 & 2 Vols., Practical Tanning by Flemming. \$20.00 for the lot.

Address P.O. Box 1003,  
Lancaster, Pa.

#### Shoe Factory For Sale

SHOE FACTORY FOR SALE: Upstate N.Y., going concern fully equipped 1500 prs. infants' and children's. Modern bldg. 20,000 ft. Would consider bldg. and business separately. Sacrifice. Address A-18, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Pigskins For Sale, 40,000 Feet

Brazilian bark tanned unfinished pigskins 07-1mm thickness, selection 20/50/30, orig. cases price 17c p. ft.

Sheepskins, soft tannage in tan, baby blue, natural, grey, white, etc., job lot, 20,000 feet, suitable for garments and novelties 15c p. ft.

Suede, 100 doz. tan, and beige, good quality, for garments, 28c 50 doz. natural Cape 28c. Write Box A-13, 20 Vesey Street, New York 7, New York.

#### Shoe Invention "The Lurie Bar"

Patent Applied For  
Will fit any type shoe, including women's platforms, casuals, etc.  
invisible—cosmetic—comfortable—orthopedic

Write to  
Dr. Hillis N. Lurie  
25 E. Washington St. Chicago, Illinois

### Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$3.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.  
300 W. Adams St. Chicago 6

#### Shoe Factory Equipment for Sale

WOMEN'S POPULAR PRICED CALIFORNIA CONSTRUCTION. Equipped to make about 1,000 pair daily. Or will sell equipment, lasts, and racks separately. Address A-8, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Help Wanted

#### Opportunity for Tanner

WILL SELL INTEREST in a small, well established, fully equipped tannery. Party must have tanning experience.

Address A-15,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Foreman

WANTED BY LARGE TANNER IN CANADA: Man with experience in upper leather finishing and familiar with modern production methods to take charge of department as foreman. Training at Pratt Institute desirable but not essential. Address A-17, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Shoe Man

WANTED: Man about 40 years to 45 years of age, familiar with the manufacture and selling of Children's, Men's and Grown-up Girls' Popular Price Cements and Goodyear Welts, as well as Women's and Men's Stitch-down Casuals and House Slippers. Opportunity to eventually advance to top Executive position. When replying, state experience and give references. HAGERSTOWN SHOE COMPANY, HAGERSTOWN, MARYLAND.

#### Commission Salesman

COVERING ALL New England women's type manufacturers and can take, on a commission basis, a good line of heel and wedge coverings being sold direct to manufacturers.

Write Box 631,  
Peabody, Mass.

#### Design and Production Supervisor

Man experienced in the manufacture of leather and plastic brief cases, camera cases and kindred items; to supervise design and production in medium size plant in middle West. Give full details in first letter. Write Box O-5, c/o Leather and Shoes, 10 High Street, Boston 10, Mass.

### Situations Wanted

#### Leather Executive

25 years superintendent Calf and Side upper leathers, experienced administration, merchandising and sales specialist dress shoes, Scotch grain, elk and glove tannages. Reply Box O-3, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

#### Side Leather Tanner

POSITION WANTED by Side Leather Tanner, specializing in elk, dress sides, Western combination, and mellow tannages. Best of recommendations.

Address A-18,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Superintendent

Available immediately exceptionally capable man of over ten years experience in handling all shoe factory production problems. Can buy leather and is especially adept in training cutting and lasting room personnel. Apply Box O-4, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

#### Puerto Rico

SHOE AND LEATHER MAN AVAILABLE. Intimately familiar with conditions in Puerto Rico. If you are planning to establish a branch factory in Puerto Rico for Shoes or Work Gloves, write to

A-14,  
c/o Leather and Shoes,  
300 W. Adams St., Chicago 6, Ill.

# SAVE TIME

cementing

Innersoles  
Sock Linings  
Heel Pads  
Boxtoes



You will save 35% cementing time. Schaefer Cementers completely and uniformly latex die-cut pieces of leather, cloth, faillie, leatherette, fibre and paper.

ASK FOR 10 DAY FREE TRIAL OFFER

SCHAEFER MACHINE COMPANY, INC.

69 Carbon Street, Bridgeport, Connecticut

Tel.: Bridgeport 68-2250; New York City  
LEXington 2-2010; Boston ARlington 5-8096

AGENTS IN PRINCIPAL CITIES

## Coming Events

Jan. 31-Feb. 3, 1954—40th Anniversary Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Travelers, Manufacturers and Wholesalers. Benjamin Franklin, Philadelphia, Pa.

Feb. 14-18, 1954—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

February 27-March 2, 1954—Allied Shoe Products and Style Exhibit for Fall and Winter 1954. Hotel Belmont Plaza, New York City.

March 1-3, 1954—Showing of American Leathers for Fall and Winter 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

April 4-8, 1954—Advance Boston Fall Shoe Market Week. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and manufacturer showrooms in Boston.

April 25-28, 1954—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 2-6, 1954—Popular Price Shoe Show of America. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 10-11, 1954—Annual Spring Meeting of National Hide Association. Sheraton-Cadillac Hotel, Detroit, Mich.

May 13-14, 1954—Annual Spring Meeting of Tanners' Council of America. Bedford Springs Hotel, Bedford, Pa.

June 7-10, 1954—Annual Convention. American Leather Chemists Association. Bedford Springs Hotel, Bedford, Pa.

July 11-14, 1954—Baltimore Shoe Show, sponsored by Baltimore Shoe Club, Inc. Lord Baltimore Hotel, Baltimore, Md.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Associations. Palmer House and other Chicago hotels.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

## Deaths

G. Horace Williams . . . 82, sole leather executive, died Jan. 23 in Newton Hospital, Newton, Mass., after a long illness. A pioneer in the leather business, Williams was founder and president of Williams Cut Sole Co. located on Beach St., Boston. He had been active in the leather business since the age of 18 and was a familiar figure in New England trade circles. Surviving are his wife, Belle P.; two sons, Parker and Walworth D.; three daughters, Mrs. Elizabeth W. Sawyer, Mrs. Marjorie Hoyt, and Mrs. Virginia W. Bentley; a step-daughter and 20 grandchildren.

John A. Linquist . . . 35, hide and skin executive, died Jan. 19 in Chicago, Ill., after an illness of several weeks. He was executive vice president of Packinghouse By-Products Co., Chicago hide and skin firm. Surviving are his wife, Ethel; two sons, John and William; and a daughter, Judy.

Simon Hunn . . . 62, prominent shoe wholesaler, died recently at his home in Philadelphia, Pa. He was vice president of Hunn Shoe Co., Philadelphia shoe jobbing firm with which he had been associated for the past 25 years. Hunn was also a member of the Philadelphia Shoe Wholesalers Association. He leaves his wife, Ida; three daughters, Mrs. Irwin Chickinsky, Mrs. Herbert Steinberg, and Mrs. Philip Isaacson; two brothers and three sisters.

Jeremiah G. Menihan . . . 80, veteran shoe manufacturer, died Jan. 20 at his home in suburban Pittsburgh. Active in the shoe trade for many years, he spent much of his career in Rochester, N. Y. Menihan founded Menihan Shoe Co. in 1900 when Rochester was a leading women's shoe manufacturing center. The firm specialized in women's shoes. In 1935, it was reorganized under the name of J. G. Menihan Corp. and resumed operations in 1937. During the war, the firm made parachutes, leather helmets and target kites for the Government. Menihan was active until 1950 when failing health forced his retirement.

## Index to Ads

Amalgamated Leather Co's., Inc. . . . .	34
American Extract Co. . . . .	25
Armour Leather Co. . . . .	21
Beckwith Mfg. Co. . . . .	2
Brocton Cut Sole Corp. . . . .	18
Dye Chemical Co. . . . .	20
Gaywood Mfg. Co. . . . .	31
Gebhart, A. L., Co. . . . .	21
Gilbert & Co., Inc. . . . .	25
Goodrich, B. F., Ind. Prods. Div. . . . .	3
Hebb Leather Co., Inc. . . . .	23
Horween Leather Co. . . . .	29
International Ticket Co. . . . .	32
Korn Leather Co. . . . .	32
Lamac Process Co. . . . .	20
Lincoln, L. H., & Son, Inc. . . . .	26
Los Angeles Tanning Co. . . . .	23
Lynn Innersole Co. . . . .	Back Cover
Marden-Wild Corp. . . . .	25
Ohio Leather Co., The . . . . .	22
Salem Oil & Grease Co. . . . .	24
Schaefer Machine Co., Inc. . . . .	33
Superior Tanning Co. . . . .	32
Tanexco, Inc. . . . .	27
United Shoe Machinery Corp. . . . .	6, 7 and 35
Wilner Wood Products Co. . . . .	29
Windram Mfg. Co. . . . .	22
Winslow Bros. & Smith Co. . . . .	30

4 out of 5 need help!

Join the  
**MARCH OF DIMES**

IT WILL TAKE MORE IN '54!

January 2 to 31

**CHARMOOZ**  
THE PERFECT SUEDE LEATHER  
BLACK AND COLORS

**AMALGAMATED LEATHER CO'S. INC.**  
WILMINGTON 99, DELAWARE



*For real efficiency in Flat Toe Lasting*  
use **JOB-PROVEN** Cements

Be Be Cements for toe lasting are *Job-Proven*. They have been tested and used under a wide variety of conditions.

Take, for example, Be Be Tex #810 for use with automatic toe lasting machines. This cement was developed to meet the special requirements of cement toe lasting — a drying time for fast moving factory

schedules, a tack period that extends over week-ends and sufficient strength of bond to grip and hold firmly against "fight" of lasted over materials. Applied by spraying for volume production. The Be Be line of cements is designed to take care of general shoemaking operations. Your United representative is ready to help you.



**BE BE BOND** solvent types  
**BE BE TEX** latex types

Products of B. B. Chemical Company

**UNITED SHOE MACHINERY CORPORATION, BOSTON, MASSACHUSETTS**

You need the innersoles  
we make \_\_\_\_\_

because we make  
the innersoles you need.

Take our **VINAFOAM** for instance

This amazingly soft chlorophyll treated foam rubber combines with sturdy, flexible LYNFLEX to produce an innersole that means extra sales at the fitting-stool. Yes, extra sales and more profit to you.

A boon to the production man, it handles with infinite ease as a regular operation in the making of the shoe.

REMEMBER LYNN—THE RECOGNIZED LEADER  
IN MODERN SHOE MATERIALS.



**LYNN INNERSOLE CO.**

119 BRAINTREE ST.

ALLSTON, MASS.

REPRESENTATIVES: CINC., Ohio — Ernie Furstenau; LOS AN-  
GELES — Leo Laskey; ST. LOUIS — Ed "Pete" Schwartz; NEW  
YORK — Arthur V. Epstein, Sidney Cohen; PENNSYLVANIA —  
Lou Keith and Chas. Keith; NEW ENGLAND — Frank Deastlov,  
Hy Feldman, Phil Snelder, Dave Harrison; MILWAUKEE and  
CHICAGO: Phil J. Ott, Jim Ott; NASHVILLE—Ben W. Thompson.